

# LIFE



DIETRICH'S DAUGHTER, MARIA

... AND MARLENE HERSELF



20 CENTS

AUGUST 18, 1952



# This tough Hot Weather Test proves Kelvinator "Magic Cycle" self-defrosting best for frozen foods!



**1. A mold of ice cream**, one of the fastest-melting of foods, at the start of the Kelvinator automatic defrosting cycle.



**2. Brief moments later.** The frost is melting rapidly, but the ice cream is still brick-hard in Kelvinator's *constant cold*.



**3. Frost almost gone.** No change in ice cream . . . because there's *no electric heating element*. Here's *safe* automatic defrosting!



**4. Frost all gone.** Freezing begins again. Ice cream unchanged. Here's photographic proof of Kelvinator superiority!

## No hot electric elements!

Even in hottest weather, frozen foods stay far below freezing during Kelvinator's "Magic Cycle"\* self-defrosting. For there are *no hot electric elements* to radiate excess heat into foods. Here is automatic defrosting that is faster, more economical . . . completely safe for your foods, the refrigerator and you!

Here, too, is every other feature you've been wanting . . .

### Just think of all this in place of your present refrigerator!

- **IN PLACE** of constant defrosting problems . . . you get completely carefree, fully automatic defrosting!
- **IN PLACE** of a crowded, iced-up freezer chest, you get a giant, ice-free 43-pound freezer!
- **IN PLACE** of Butter on an open plate, you get a portable, thermostatic Butter Chest (accessory)!
- **PLUS** the convenience of huge shelf space, handy Door Shelves, giant crispers, new beauty, new convenience and dependability!



\*Patent applied for.

Here's America's finest refrigerator-freezer. Best because it's the only one with "Moisture Control"!

Families who want the finest may choose a Kelvinator 9.4 cu. ft. model KT or 12 cu. ft. model MT. With two doors, each has a true Home Freezer, separately refrigerated, separately insulated, and with its own cold control. Each, also, has a moist-cold fresh food compartment . . . the only refrigerators with "Moisture Control." Foods keep ideally fresh

—never too much moisture . . . or too little. Never drippy. Never dry. No covering leftovers—no defrosting! Model KT is the only refrigerator just 28 1/4 inches wide . . . the only one that will fit in the same space of thousands of old refrigerators! See these superb new Kelvinators at your Kelvinator dealer's today!

SUMMER TIME IS TRADE-IN TIME . . . SEE YOUR KELVINATOR DEALER!

THERE IS A BETTER REFRIGERATOR . . . IT'S

**Kelvinator**  
DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN



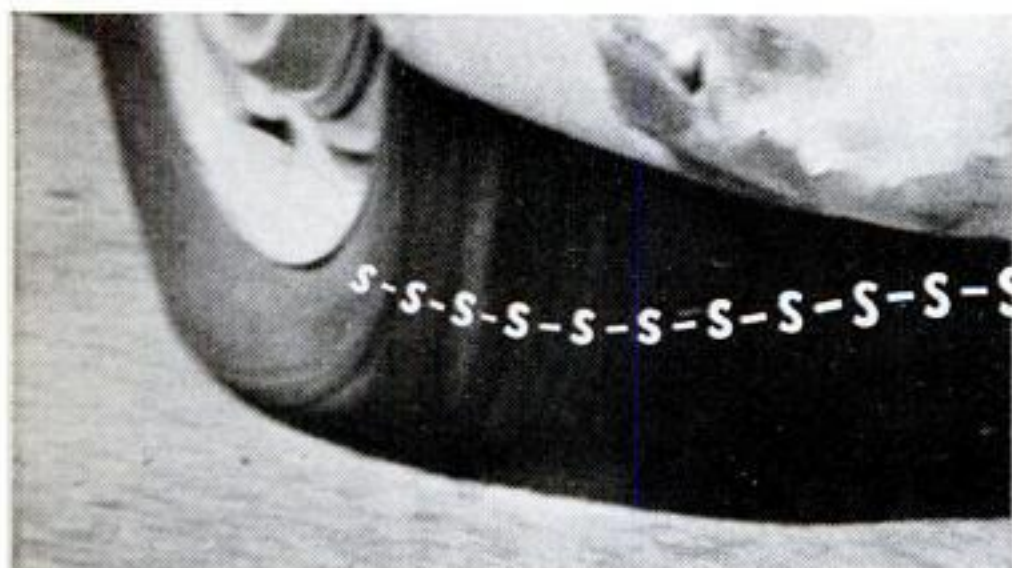
# B.F. Goodrich Tubeless Tire

**gives blowout and puncture protection so revolutionary it's patented; defies skids too!**

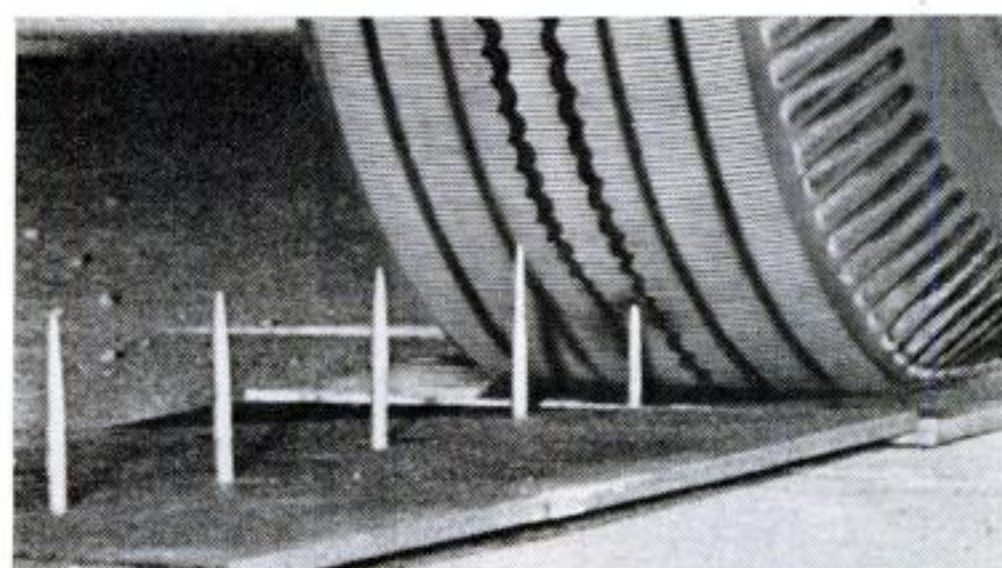


**WITH BRAKES APPLIED AT THE SAME INSTANT**, car in foreground, equipped with "Life-Saver" Tubeless Tires, stops a car length sooner than dark car on regular tires, in test at 30 MPH on wet pavement. The "Life-Saver" has a new kind of tread with over 10,000 tiny, flexible "grip-blocks"—16 to the inch—that grip like a caterpillar tread to

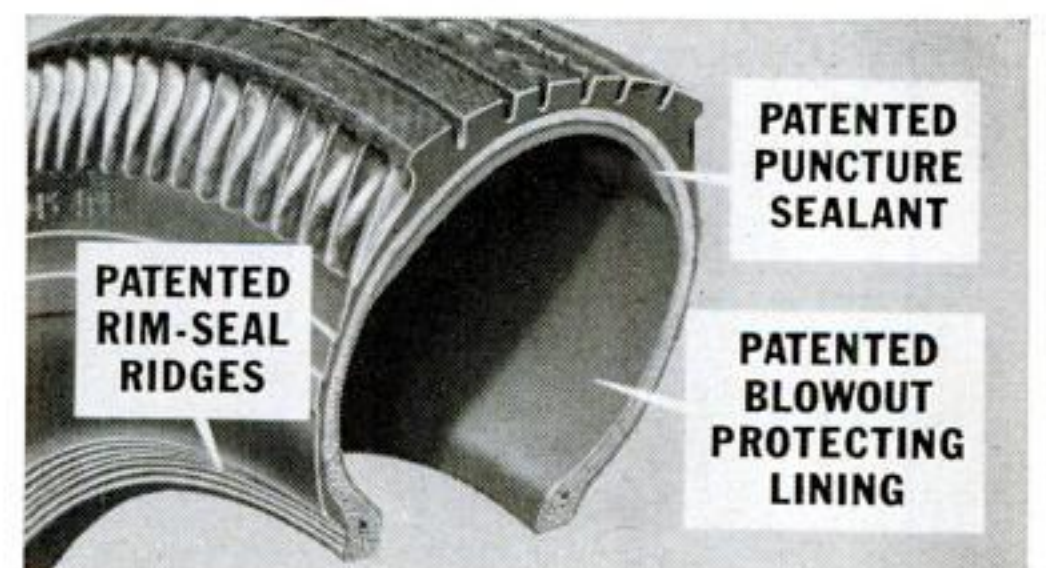
stop you quick, start you fast. It stops up to 20% quicker in rain than regular tires, up to 15% quicker on snow and up to 30% quicker on ice. Pulling power is up to 40% greater in rain, up to 25% greater on snow, up to 114% greater on ice. Because the "grip-blocks" have a "walking" action that reduces scuffing, average mileage is 10% to 15% greater.



**BECAUSE THERE'S NO TUBE** to be pinched by a bruise-break in the tire wall, the "Life-Saver" changes blowouts to safe *s-s-s-slow-outs*! In case of damage, air is squeezed out slowly, instead of all at once, through a special lining that takes the place of an inner tube. You have time to stop safely.



**EVEN WHEN DRIVEN OVER SPIKES** like these, the BFG "Life-Saver" Tubeless Tire loses no air. A gummy compound under the tread seals around puncturing objects, permanently plugs the hole when object is removed. You can pick up nails and drive on as if nothing had happened.



**PATENTS COVERING BASIC** features of Tubeless Tires have been issued to B. F. Goodrich by the U. S. Patent Office. See your BFG retailer *now* for the tire that *may save your life, can save you trouble, will save you money*. Look for his address in the phone book Yellow Pages. The B. F. Goodrich Company, Akron, Ohio.

**The tire that earned its name LIFE-SAVER®**





# SPEAKING OF PICTURES . . .

... A remarkable terrier called Conga does canine translation of the alphabet

R. G. Gledhill, a photographer who lives in Huntsbury, Christchurch, New Zealand, has a wire-haired terrier named Conga who, for a dog, is a genius. Conga comes from a long line of terribly aristocratic terriers, Ashdown Squire being his pedigree name, and he has won first prizes in dog shows all over New Zealand. As these pictures taken by his master prove, he can do everything from A to Z.

"In training Conga," says Gledhill, "I always spoke words to him with a purpose, never twaddle. My sentences were concise. He gave me his undivided attention, looking me straight in the eyes and



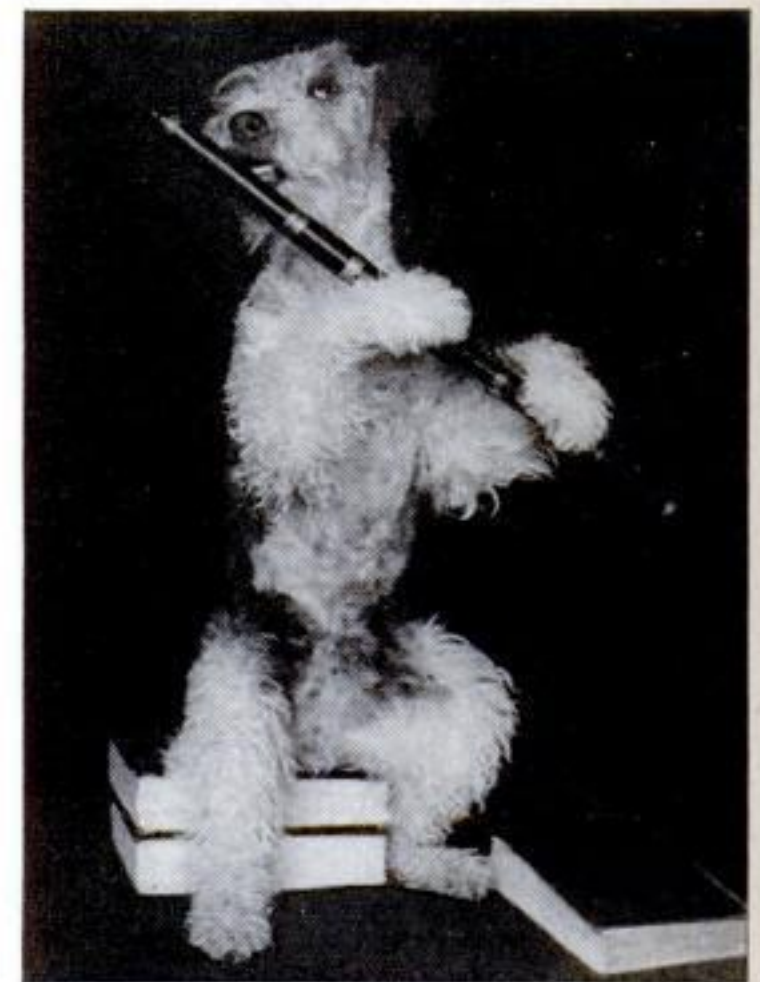
**C** IS FOR CRICKET



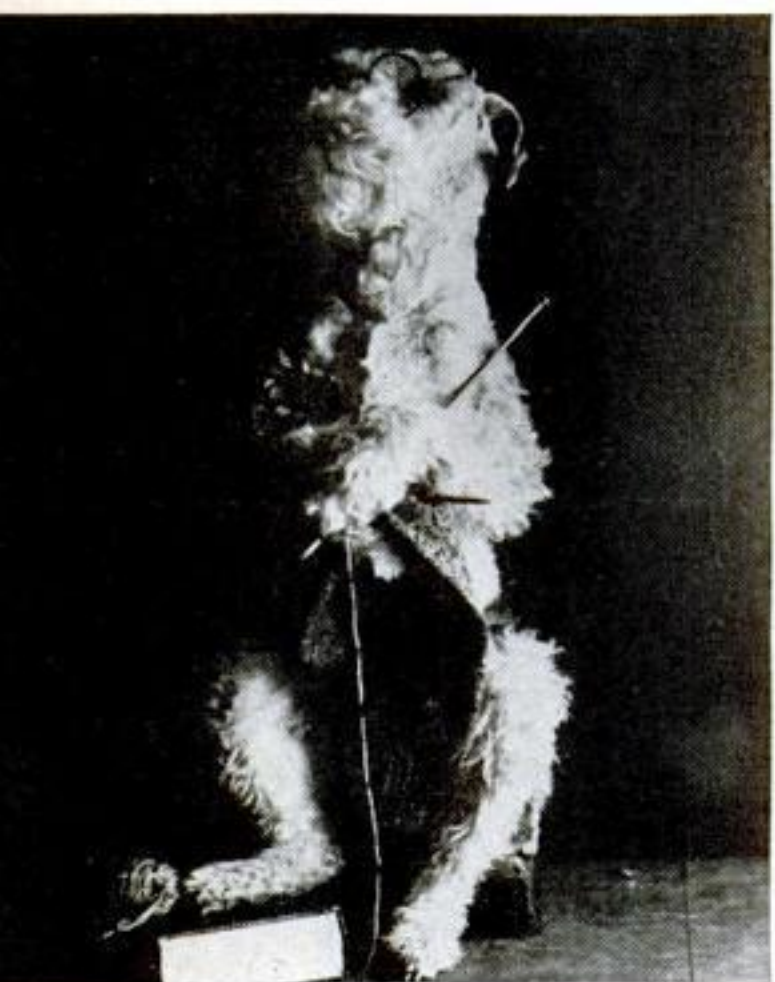
**D** IS FOR DUNCE



**E** IS FOR EGGS



**F** IS FOR FLUTE



**K** IS FOR KNITTING



**L** IS FOR LUNCH



**M** IS FOR MILKSHAKE



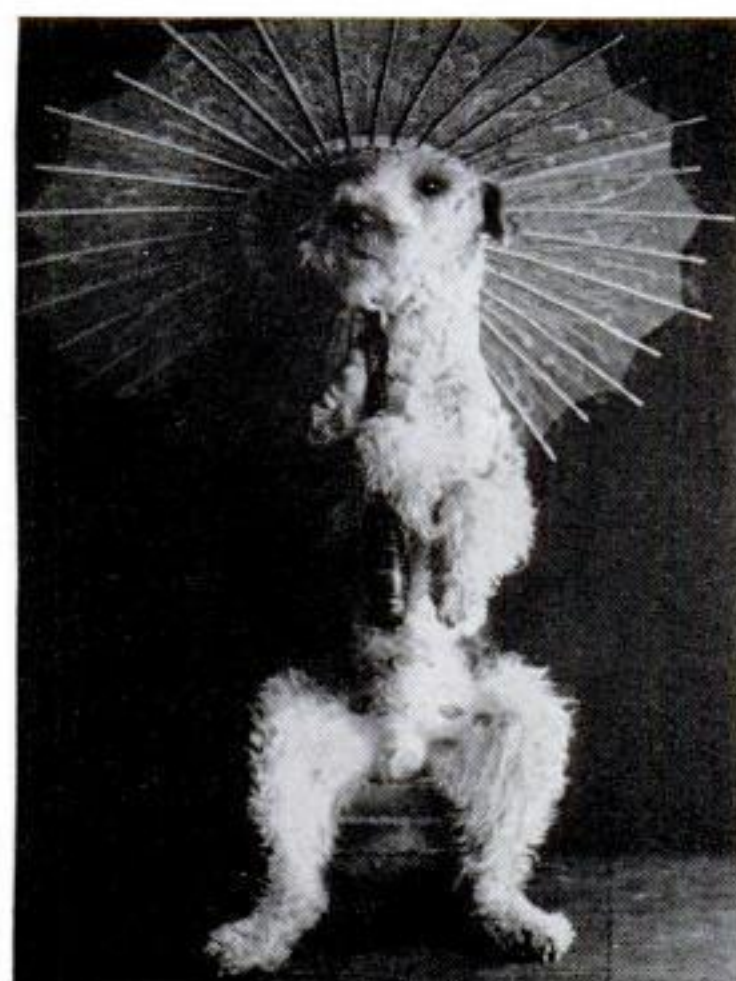
**N** IS FOR NURSE



**S** IS FOR SCOOTER



**T** IS FOR TRICYCLE



**U** IS FOR UMBRELLA



**V** IS FOR VIOLIN

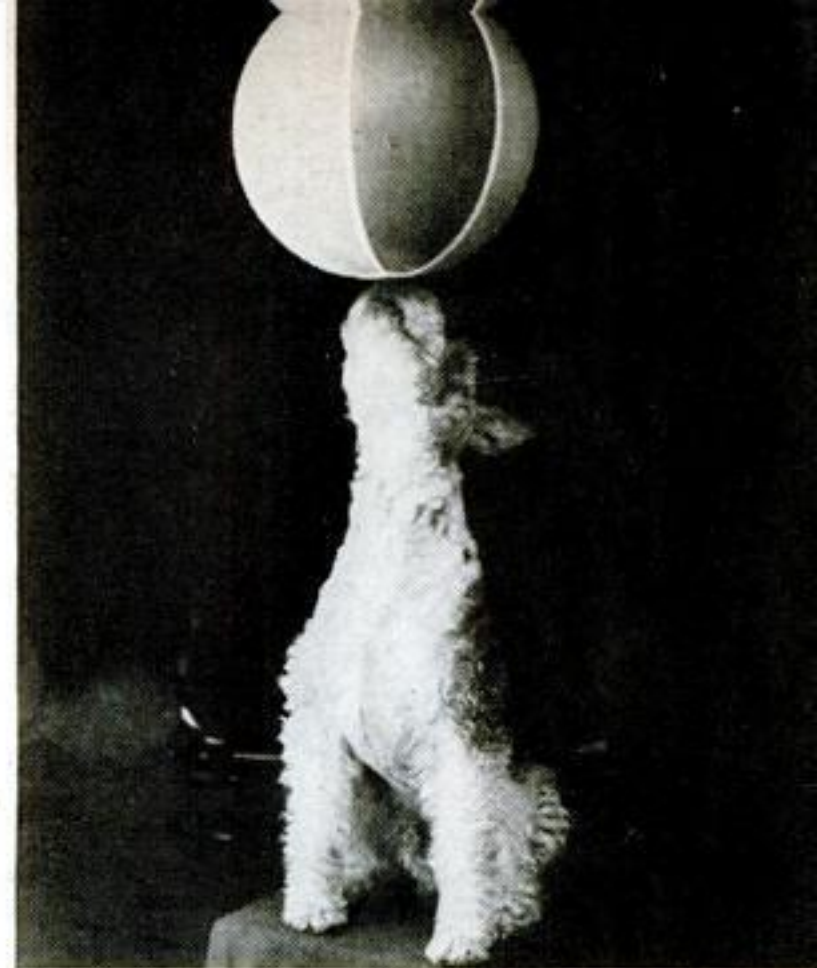


waiting with keen expectation for the next order."

When Gledhill posed Conga for these pictures, he stayed exactly as he had been put—eyes, jaw, paws and body just right—until he heard the camera click; then he would relax instantly. Playing the piano is one of his favorite stunts. Gledhill explains, "He plays with a lot of expression and will even pause on the bass for effect." But Conga is practical as well as artistic and around the house he acts as a kind of valet for Gledhill, bringing him—when he calls for them by name—his shoes, socks, newspaper, pipe, firewood and even a chair.



**A** IS FOR APPLES



**B** IS FOR BALL



**G** IS FOR GENTLEMAN



**H** IS FOR HAT



**I** IS FOR ICE CREAM



**J** IS FOR JUMP



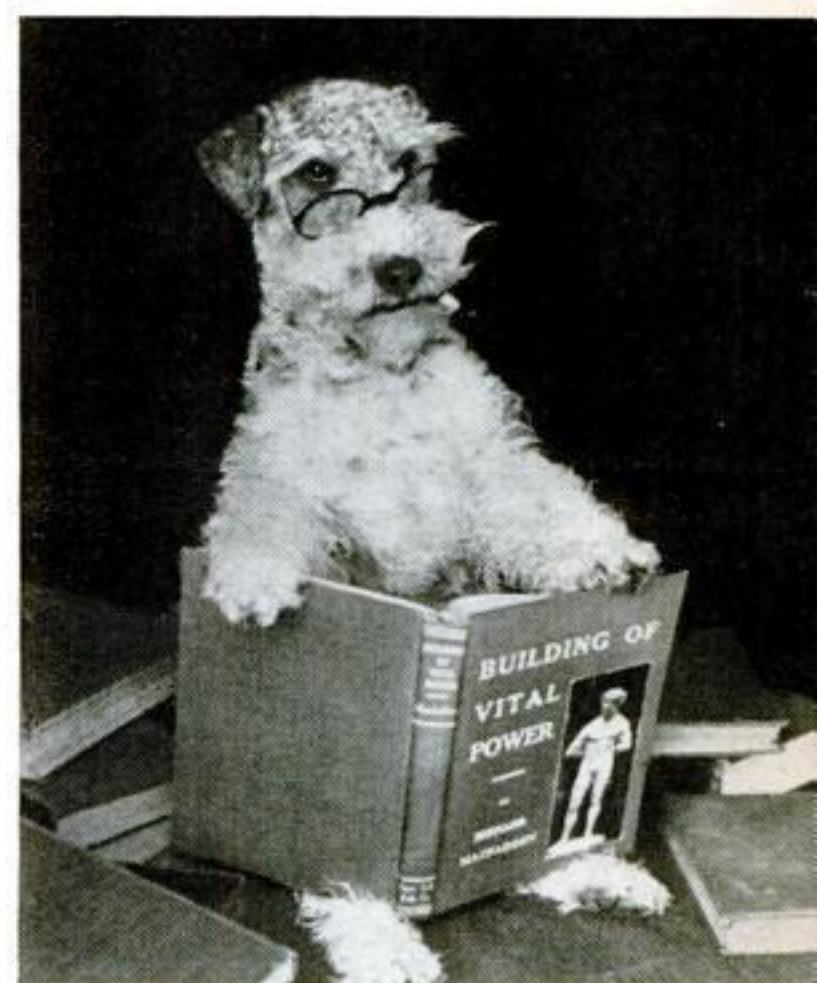
**O** IS FOR OATMEAL



**P** IS FOR PIANO



**Q** IS FOR QUILL



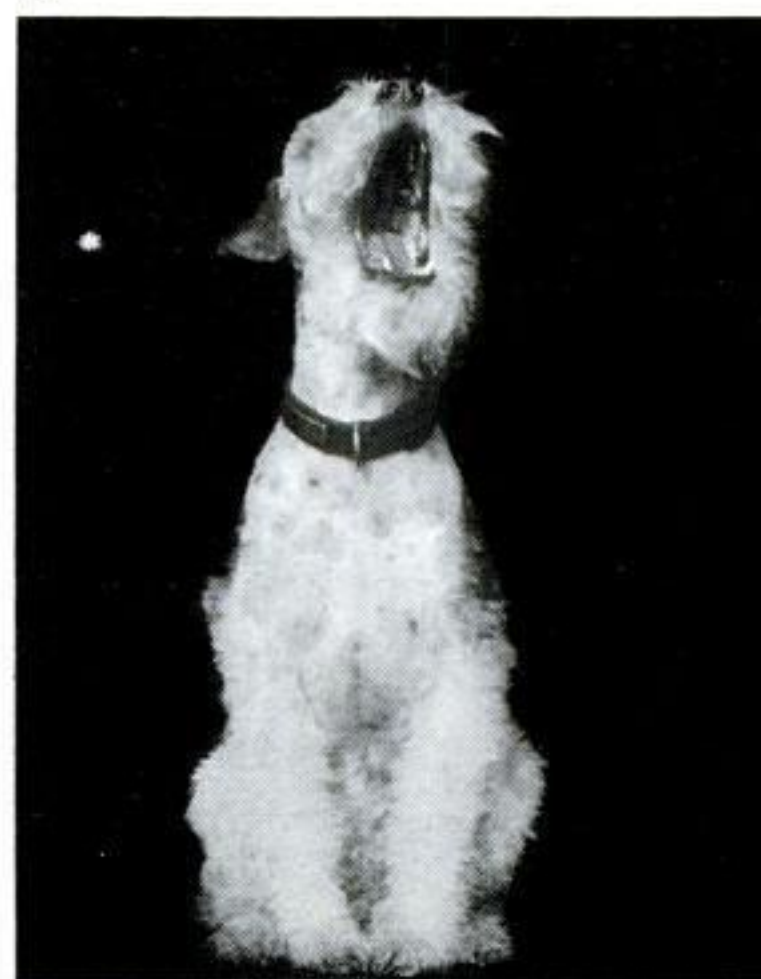
**R** IS FOR READING



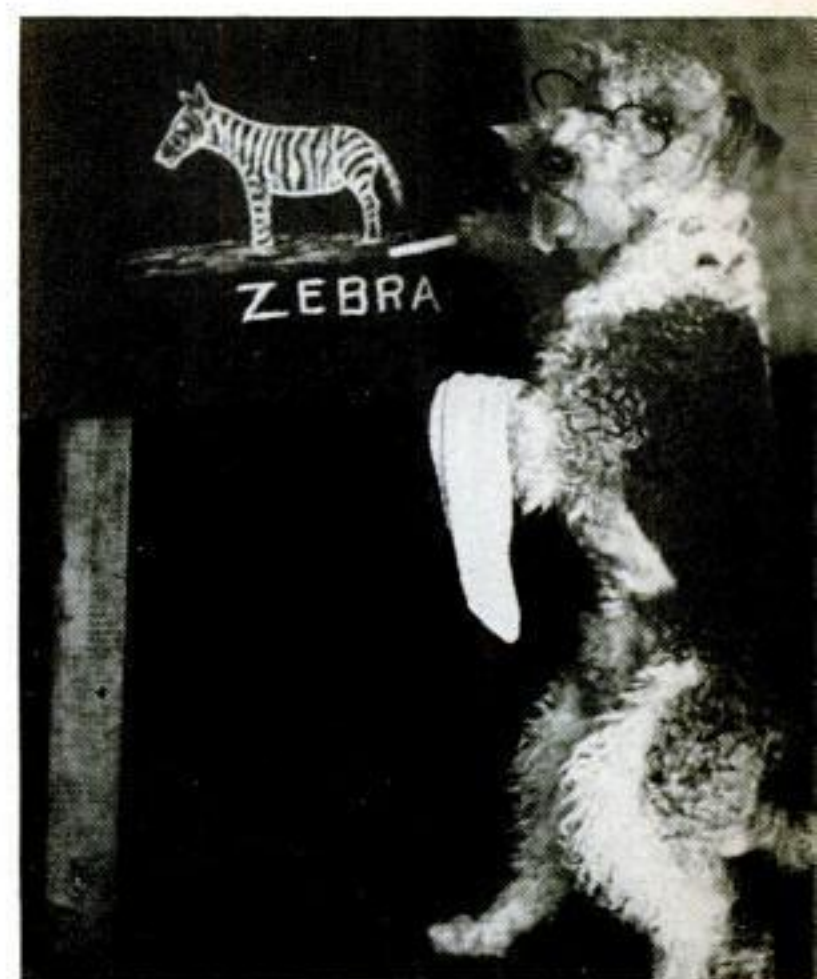
**W** IS FOR WIRELESS



**X** IS FOR XYLOPHONE



**Y** IS FOR YAWN



**Z** IS FOR ZEBRA

This One



20D1-2N2-24RF

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# Does 8% sound like much to You?



1 "Do you know that, at 40 miles an hour on a level road, half of your gasoline is used up overcoming engine friction?"



2 "I never realized that. Then only half of my gas makes my car go?"



3 "Right! Now, anything that reduces that friction will make your car go faster or farther or climb a steeper hill."  
"Sounds reasonable."



4 "That something is Macmillan Ring-Free Motor Oil. Hundreds and hundreds of tests made on cars like yours showed that motorists got an average of 8% more power after they changed to Macmillan Oil from whatever brand they had been using. This means an 8% saving in gas."



5 "So what? Eight percent doesn't sound like much."  
"If gas is 25¢ a gallon, that 8% means a saving of 2¢."



6 "Can that amount to much?"  
"That saving of 2¢ a gallon on gas means a saving of \$2.00 over a normal period between oil changes—enough to pay for your change of Macmillan Oil."

And, of course, this economy isn't the whole story, either. For while it's reducing friction, Macmillan Oil reduces deposits of carbon, gum, and sludge in the engine—giving you higher compression, better piston seal and less likelihood of ping—lower repair bills. It keeps your car newer longer.

Start using Macmillan Ring-Free Motor Oil in your car now—at any of the 25,000 independent service stations, garages or car dealers where you see the big, red "M" sign. Write me personally if you can't locate one quickly. I'll reply at once.

*Macmillan*  
President

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Available at over 25,000 dealers wherever you see the sign of this big red "M."



## LETTERS TO THE EDITORS

### OLYMPIC GAMES

Sirs:

Shameful and unsportsmanly best describe your coverage of the Olympics ("Muscles Pop through Iron Curtain," LIFE, July 28). To call Russia's athletes tank-shaped and bushel-headed is not only unnecessary but violates everything the Olympics stand for. A difference of political views does not justify the remarks slurring the athletes of the U.S.S.R.'s team.

ADAM COUTTS

Berkeley, Calif.

Sirs:

If it ever came to a showdown between U.S. and Russia, all Russia would have to do would be to send over soldiers who look like "Bushel-Head Boris." They would win easy. They would just scare us to death.

C. W. ANDERSON

Erie, Pa.

### FOLIES-BERGERE

Sirs:

LIFE leaves the impression that this world-famous musical extravaganza ("Folies-Bergère," July 28) is nothing more than a glorified Coney Island side show. Of course there will only be one *South Pacific* or *Oklahoma!*, but for originality of ideas, costuming and casting, M. Derval's show has it all over anything Broadway has offered in a long time. . . .

Your report on the "Aquatic Love Story" sequence forgot to mention that at the onset of this act the stage was dry, and that as the scene unfolded the pool appeared from nowhere.

HERMAN C. B. DENBER, M.D.

New York, N.Y.

Sirs:

The pictures of the Folies-Bergère were all very beautiful, but the one taken of the dolls was certainly the finest and most interesting.

HALINE URBAN

Miami, Fla.

### GLAMOUR FOR GARRY

Sirs:

Before your story "Which Head of Hair Isn't the Phony?" (LIFE, July 28) came out, CBS called on Joseph Fleischer and Company to make some wigs for the TV actor, Garry Moore. Garry's problem was to change his appearance completely, while handicapped by lack of time for either a change of make-up or a costume change. These wigs were loose fitting, of course, as he was compelled to jerk them on and off in a matter of seconds. Even so they almost do for Garry what Model Vikki Dougan's wigs did for her. I enclose views (below) of three wigs, and one crew cut which is the real McCoy.

PAUL FLEISCHER

New York, N.Y.

### SPEAKING OF PICTURES

Sirs:

I had to smile at "Three British Starlets Demonstrate some Anglo-American Misconceptions" (LIFE, July 28). Strangely enough, just before returning from England, I clipped from the London *Sunday Express* (July 13) what appears to be a concise Anglo conception of our American girls:

#### THE MYTH OF THE TEENAGER

Push off, Little Goddesses, we have no pedestals for you here. The American Teenager is not on the long list of things the British want from America.

We do not bow down to brassy little faces whose sole claim to merit is simply being under 20.

We do not worship the life of dates, sloppy clothes and faster cars borrowed from Pop.

We do not covet the view that the world belongs to everyone who is not yet properly grown up. . . .

The British believe in getting over the business of being very young as soon as possible. Juveniles are not the apple of the national eye.

The young idea, so worshipped in America ("Teenagers bring new ideas into the house," says a splash advertisement. "They break the ice of old habits.") gets nowhere here. We like our ice.

So stay home, Little Goddesses, and inspire James Thurber, who surely had you in mind for his famous cartoon "Where did you get those big, brown eyes and that tiny mind?"

MRS. JIMMY HINES

Glenview, Ill.

Sirs:

Can we help it if the English girls don't know how to really live?

MARY WILLIAMS

Duke University  
Durham, N.C.

### LIQUID OXYGEN

Sirs:

In your essay "Sand, Space and Speed" (LIFE, July 28) you show a rocket engine being filled with liquid oxygen, but you have the oxygen a little too cold. At about  $-218^{\circ}\text{C}$ , it becomes a solid and so could not flow in the hose at  $-278^{\circ}\text{C}$ , as you stated. You are also  $5^{\circ}\text{C}$ . below absolute zero—very cold indeed.

This would all sound better on the Fahrenheit scale.

ALAN STEWART

Ypsilanti, Mich.

● LIFE's figure should have read  $-178^{\circ}\text{C}$ . or  $-289^{\circ}$  on the Fahrenheit scale. Normally a gas at this temperature, oxygen will liquefy at greater-than-atmospheric pressure.—ED.

CONTINUED ON PAGE 6



JOHN L. COAL

GAYELORD WOLF

MR. SHNIPPS

GARRY MOORE

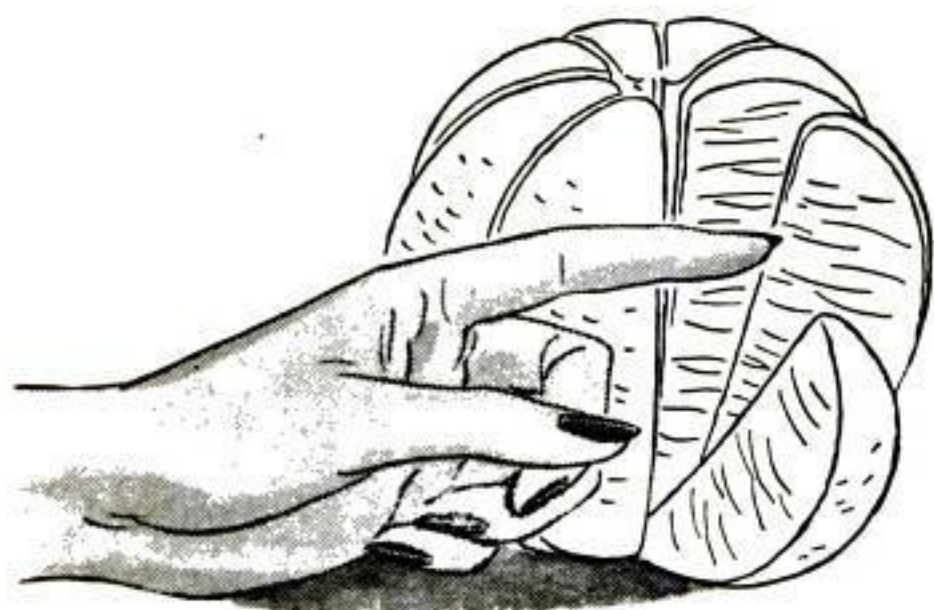


*Greatest Orange Health Discovery Since Vitamin C...*

# The Protopectins

*Vital, newly-recognized aid to better nourishment!*

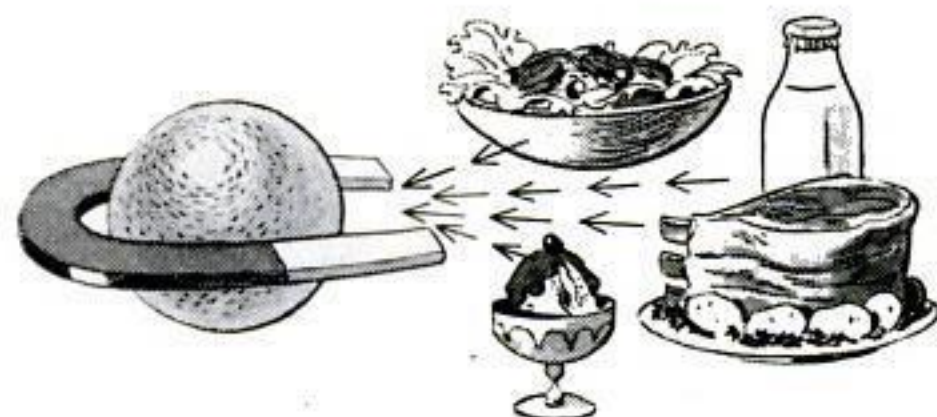
THE PROTOPECTINS, important to young and old, help you get *more good*—*more vitamins, minerals and other essentials*—from all the food you eat!



The protopectins are found mainly in the "meaty solids" of the orange—in the walls of the segments and juice sacs. These remarkable substances, which you get when you *eat* oranges, are now being given new importance by nutritionists across the nation because:



In this high speed, high pressure era of ours, too many of us fail to give our digestive systems a fair chance. We plan well-balanced family meals to include vitamins, minerals and other essential food elements, but even though we eat well, *we often do not get full nourishment from our food.*



Here is where the protopectins are important. By improving your "digestive climate," by making your digestive tract *more efficient*, the protopectins help you absorb more of the non-caloric food essentials, such as *vitamins and minerals*. You get more good from the same meals...yet the protopectins do *not* lead to weight gain!



In short, the protopectins can mean better nourishment for your family. And better nourishment can result in many benefits...*greater work output, a keener mind, increased resistance to disease, sound growth for children*...often you may gain a better complexion. Let *whole fresh oranges* help make your carefully planned meals do your family the greatest possible good!



*What to do: Eat an orange a day*

1. Serve each member of the family Sunkist Oranges every day in some favorite way. This gives them their needed vitamin C.
2. But remember that the protopectins are found mostly in the *meaty solids*...so be sure they *peel and eat* at least one orange a day. When you eat oranges you get *all* the health nature put there.

Set a regular time to eat them...with meals, between meals or at bedtime. Include a Sunkist Orange in the lunch box.

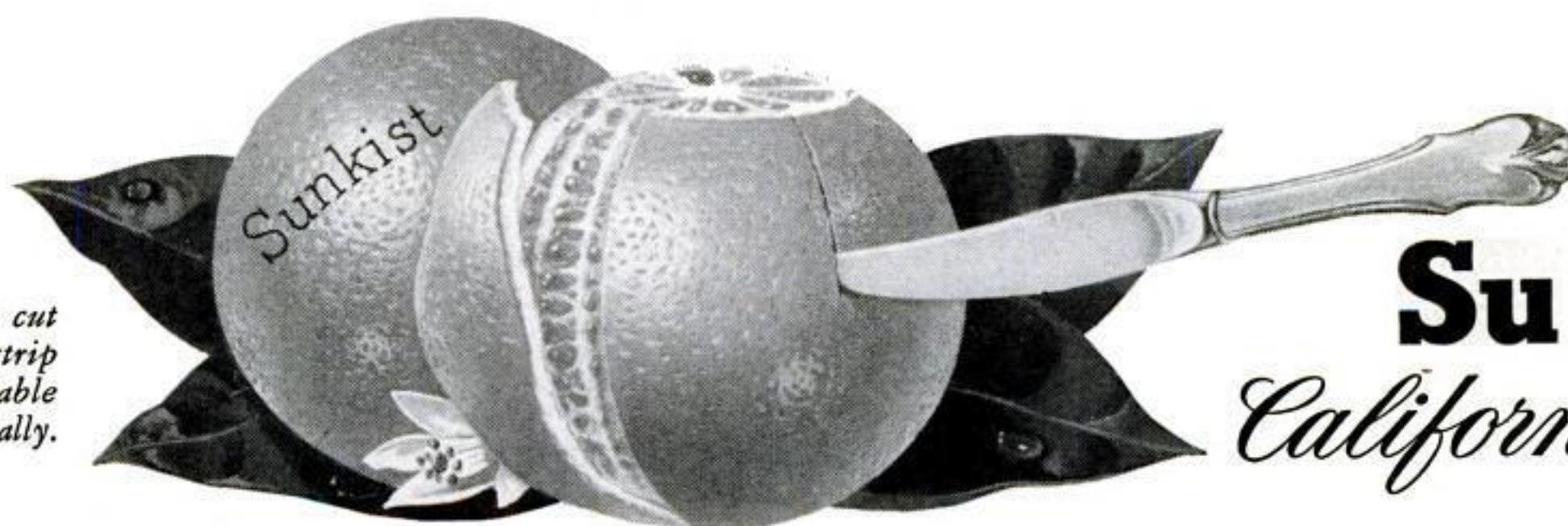
California oranges provide a maximum amount of protopectins. Sunkist Oranges, carefully chosen for quality, are the finest of the California crop.



Sunkist is the only national brand that brings you all three...fresh oranges, canned orange juice and frozen orange juice...each the finest of its kind.

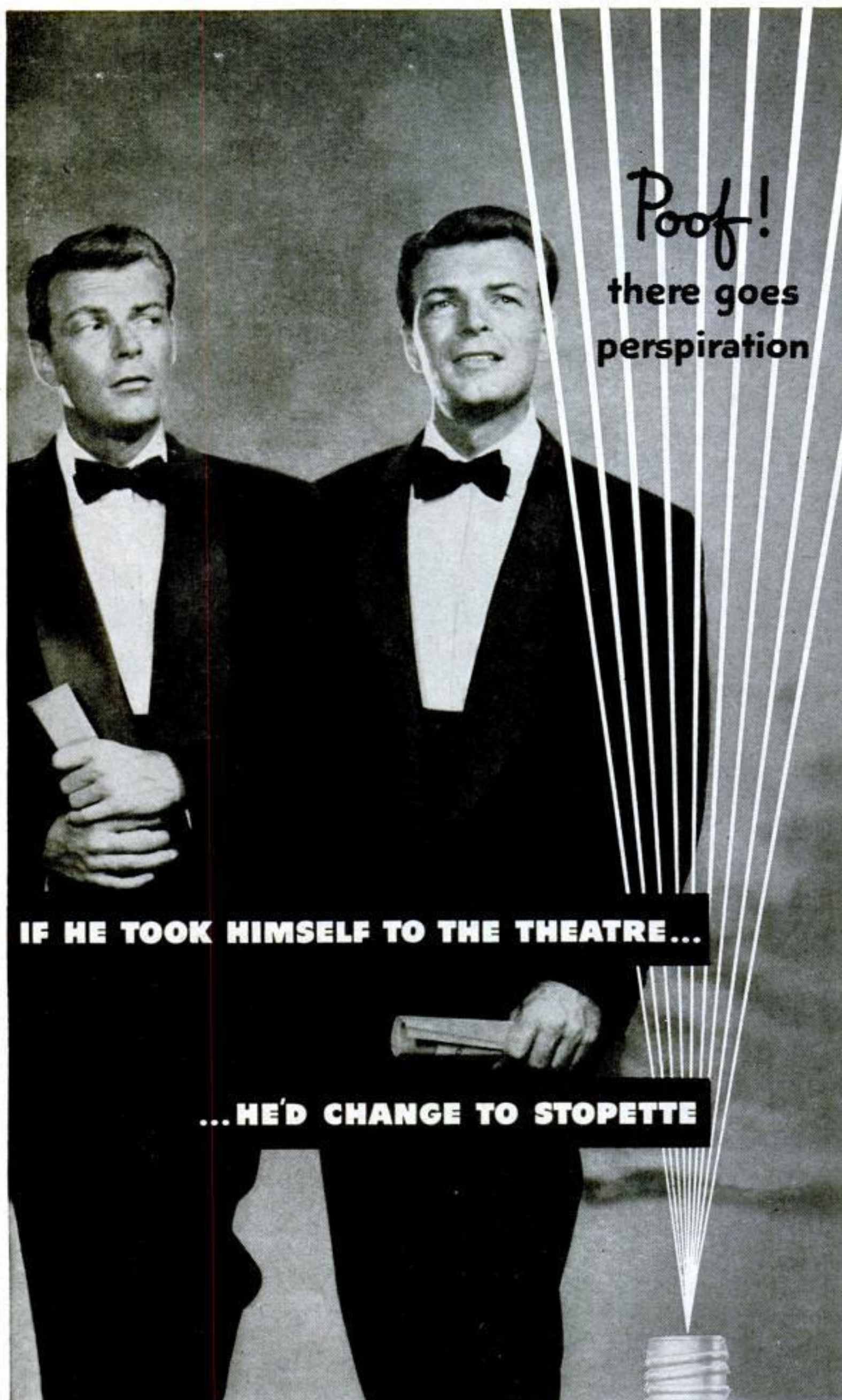
Be sure to get your protopectins...  
***Eat*** Sunkist Oranges every day

To peel an orange quickly: cut off top, score skin in sixths and strip off as shown, leaving the valuable white material that clings naturally.



**Sunkist**  
*California Oranges*





If you went out with yourself would your pleasure be dimmed by traces of perspiration? Remember . . . tension, excitement, even the fun of having fun can cause an *unexpected* surge of perspiration. That's why Stopette is doubly important in important moments.

Dr. Jules Montenier, the noted cosmetic chemist, has included in his Stopette formula one special ingredient that provides an *extra* Margin of Safety. No surge of perspiration need embarrass you.

One quick squeeze of Stopette's flexi-plastic bottle—and Poof! there goes perspiration, *effectively* throughout your longest day. And you never touch Stopette, hardly know it touches you. No other deodorant makes it so easy to be so sure.

Two sizes: \$1.25 plus tax and 60c plus tax  
Wherever good cosmetics are sold



### A New Development in Daintiness

Stopette "Poof" Deodorant Body Powder keeps you fragrantly fresh all over—all day. In flexi-plastic "squeeze" bottle so it sprays on without muss or waste.

JULES MONTENIER, INC., CHICAGO

**Stopette**  
THE ORIGINAL  
SPRAY DEODORANT

## LETTERS TO THE EDITORS

CONTINUED

### SWIMMING POOLS

Sirs:

Those who read of a "Swimming Pool for \$450" (LIFE, July 28) might like to hear about my reinforced concrete pool, 20x40 feet and 6 feet deep, which cost only \$130.

The main excavation was done by a bulldozer in two hours.

The sides have a 40° slope all around, so no form lumber, except a few 2x4s for the edges, was used. Heavy 36-inch stucco mesh was used for reinforcing. When the wire was in place, the pouring of the ready-mixed concrete took only three hours!

Total costs were: bulldozer, \$15; labor (4 men, 3 hours each), \$26.63; premixed concrete (6 cubic yards), \$60; 36x17 wire mesh, \$27; drain, \$1. The total is \$129.63. If the soil were loose or sandy, I should have used twice as much concrete and added steel reinforcing.

DON TODD

Yorba Linda, Calif.



A CONCRETE POOL FOR \$130

Sirs:

Years ago I sprained my back helping carry a large cast-iron tub. I wondered: when will they be making these things out of plastic? Now I see a plastic swimming pool. Haven't they got the cart before the horse?

CARL PORTZ

Newcomerstown, Ohio

### ROBINSON CRUSOE

Sirs:

I enjoyed especially "Robinson Crusoe of Schinz-do," (LIFE, July 28). However, I do not see how Colonel Schinz could have opened his parachute *prior* to unbuckling his seat! The correct procedure, as I under-

CONTINUED ON PAGE 6

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**LIBBY'S**

THE FRESHEST-TASTING  
PINEAPPLE JUICE EVER  
—FROM FRUIT PICKED  
RIPE ON LIBBY'S  
OWN PLANTATIONS  
IN HAWAII!



Leilehua from Hawaii, Libby's Television Girl

GET LIBBY'S  
PINEAPPLE JUICE TODAY



Why be a slave to Messy Defrosting?



# BE FREE!

with a  
**Westinghouse**  
**FROST-FREE\***

100% AUTOMATIC DEFROSTING REFRIGERATOR

**FREE** forever from ALL defrosting work and mess!

- No water to empty
- No frozen foods to remove
- No frost to scrape
- No clocks or timers to set
- No defrosting to do . . . ever!

## HERE'S HOW FROST-FREE ELIMINATES THIS DIRTY JOB...

The 100% automatic FROST-FREE even disposes of the defrost water automatically! In fact, the Freeze Chest defrosts so fast . . . stays so cold . . . even ice cream stays store-hard *always*, never thaws and refreezes. Yes, you're free of all food-keeping worries with this great FROST-FREE. You get five separate zones of cold for keeping all five kinds of foods. Extra cold for frozen foods . . . special cold to keep butter ready to spread . . . proper cold to keep meat fresh . . . dry cold for the big main Food Compartment . . . moist cold so vegetables stay crisp and tasty. See the four great FROST-FREE Refrigerators at your retailer's now. Westinghouse Electric Corporation, Mansfield, Ohio.

### Get the Facts **BEFORE** You Buy

Take the FROST-FREE Freedom Quiz at your Westinghouse retailer's. It lets you compare your present refrigerator with a FROST-FREE . . . tells what to look for in your *next* refrigerator.



**FULL-WIDTH FREEZE CHEST . . .**  
freezes and stores a full week's supply of frozen foods and ice cream for the average family.



**ROAST-DEEP MEAT KEEPER . . .**  
provides the proper cold and air circulation to keep 16 lbs. of meat market-fresh for days and days.

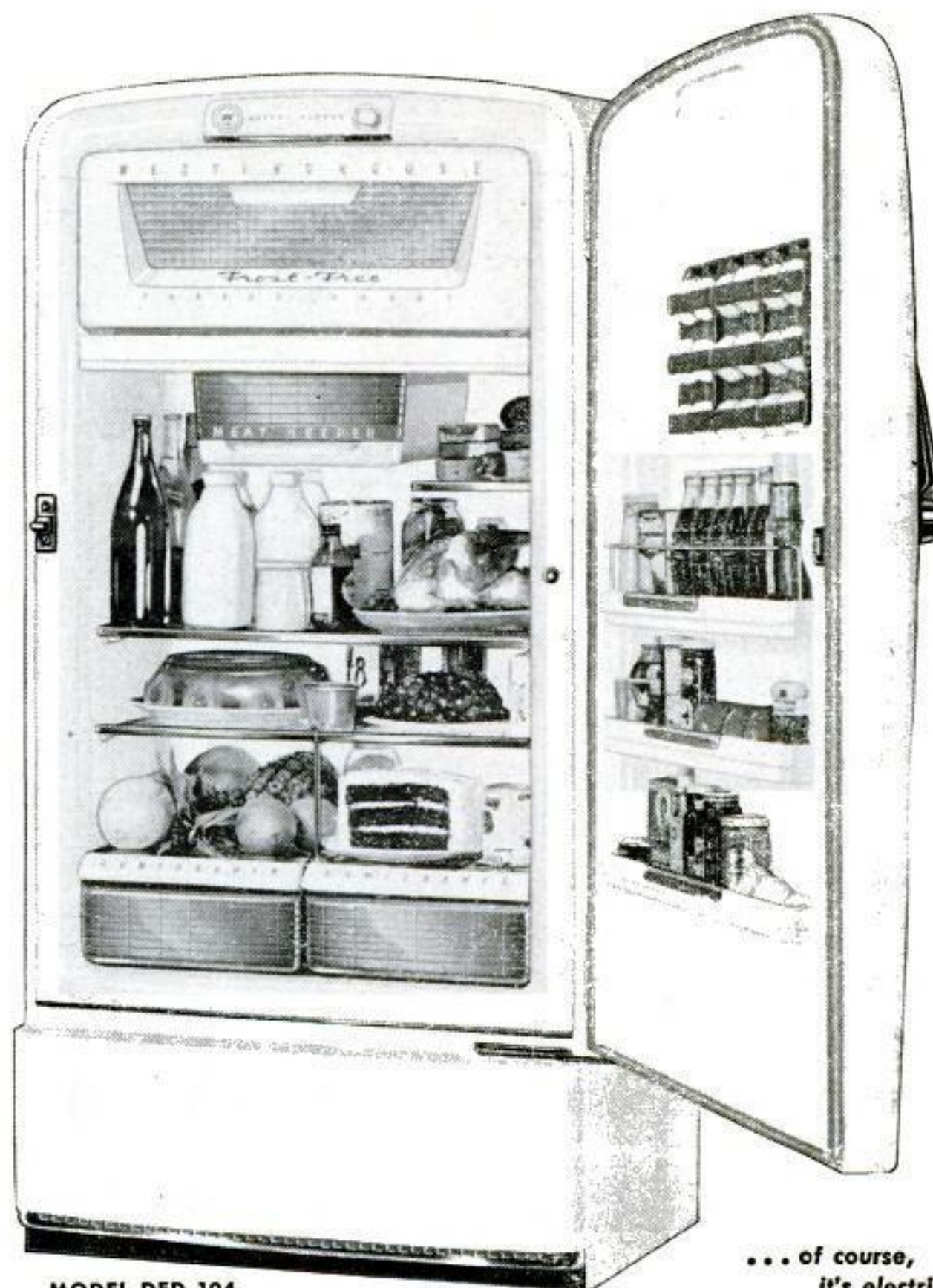


**EXTRA-SIZE HUMIDRAWERS . . .**  
deep enough for an extra-large head of cabbage, long enough for celery. Hold nearly a bushel.



Westinghouse brings you history-making debates every week . . . PLUS Election Night Returns . . . on CBS TV and Radio.

\*Trade-Mark: U.S. Patents issued, Nos. 2,324,309 and 2,459,173



MODEL DFD-104

... of course,  
it's electric!

## YOU CAN BE SURE...IF IT'S Westinghouse

Every Week on TV See . . . WESTINGHOUSE STUDIO ONE Summer Theater



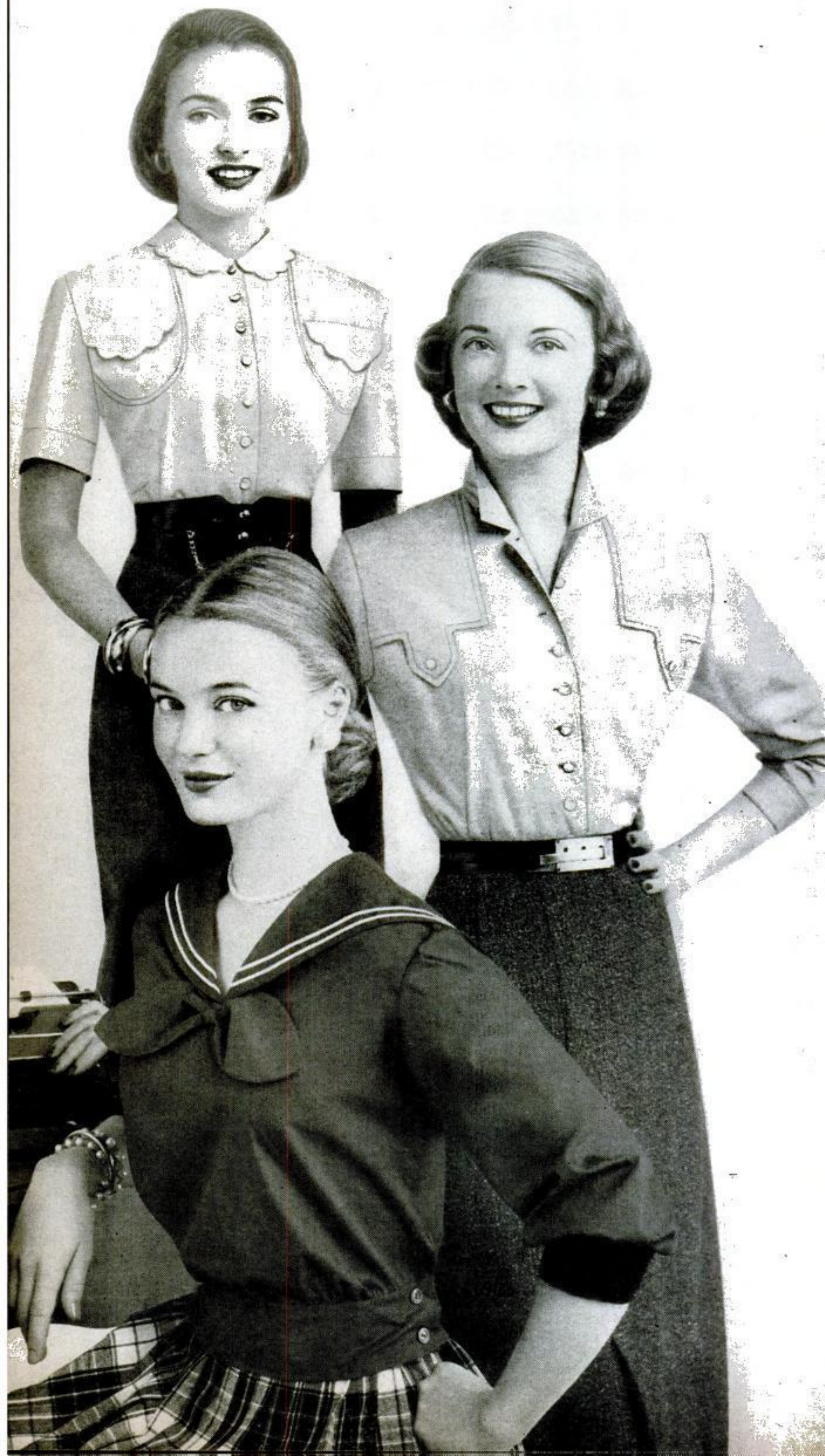


the top of fashion...that's

Judy Bond

**TIMELY, TIMELESS PIMA BROADCLOTH** . . . ready for class, right for careers, destined to be a popular partner of skirts, suits and slacks. Choose yours in a new-for-Fall pastel or an always-right dark shade. Wear it—wash it—wish you had two. Middy—sizes 30-36, about \$5. Others—sizes 32-38, about \$4. At leading stores everywhere.

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## LETTERS TO THE EDITORS

CONTINUED

stand it, is to detach oneself from the seat first and then pull the rip cord.

EDWARD W. WAGNER  
East Aurora, N.Y.

● Colonel Schinz's procedure was incorrect—but lucky.—ED.

### THE NEW ARLENE

Sirs:

I had a notion your story on me and my lingerie line ("Boudoir Business," LIFE, July 7) might sell a few nighties. It did.

I had no notion it would sell a new Arlene, but it did that too. LIFE has opened up a whole new career for me. I was offered four scripts right away—and such scripts! Suddenly I'm sultry, I'm passionate, I'm a siren. I don't recognize myself any more, thanks to LIFE. I mean it—thanks to LIFE!

ARLENE DAHL

Los Angeles, Calif.



OLD DAHL



NEW DAHL

### LADY BOWLERS

Sirs:

Have you got a lot to learn about lawn bowling ("LIFE Visits the Beach Park Lady Bowlers," July 28)? Here's a start:

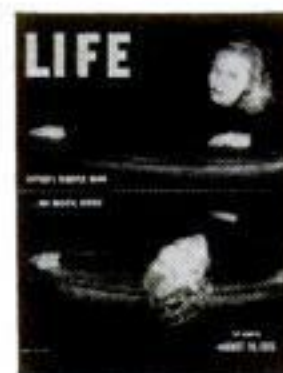
1. Don't say "balls"—it's *bowls*.
2. The bowl is not "thrown," it is *rolled* or *laid down*.
3. Mrs. Dale is not "spinning her bowl toward the jack"; she is acting as *skip* (i.e., captain) of her team, instructing a player.
4. The objective is simple but the game is not. To *lay the shot* (i.e., score the point) the player must judge the distance from mat to jack which is different in each *end* (i.e., inning) and decide whether to use a wide or narrow green.

You didn't have to go to England to find ladies bowling on the green. I play right here in Connecticut.

ADELL HABERSKI

New Britain, Conn.

Please send



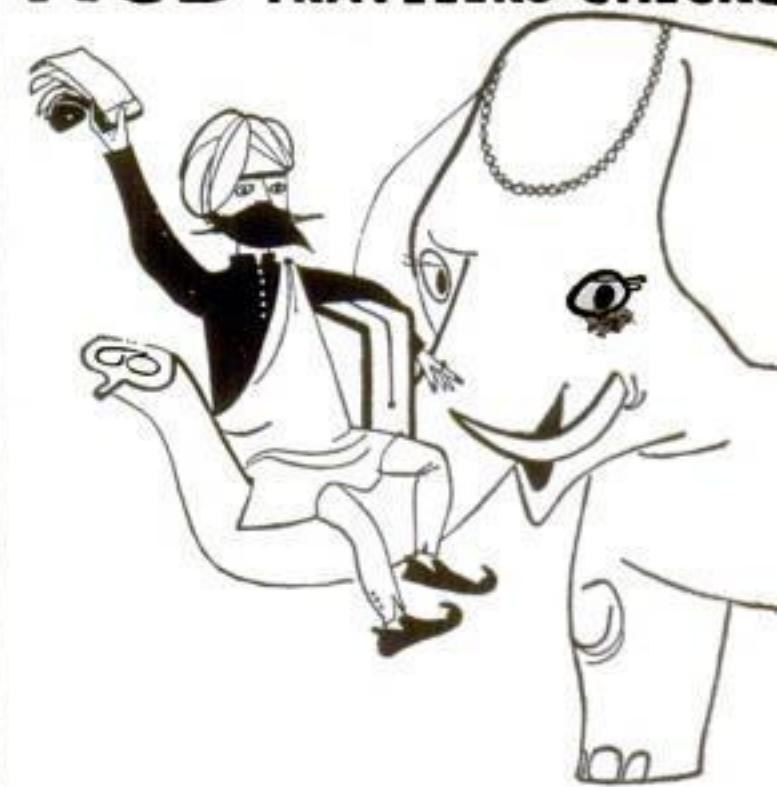
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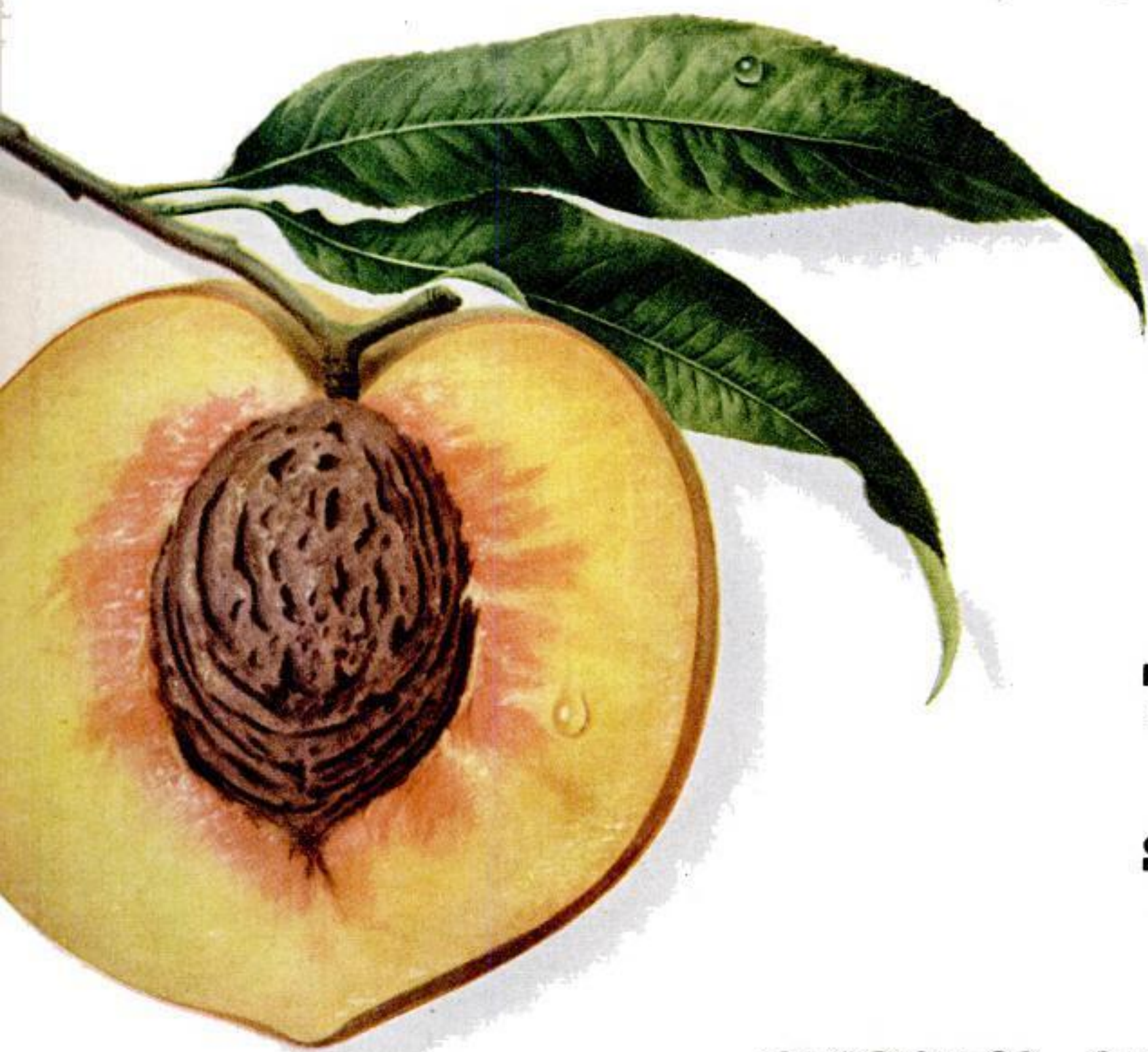
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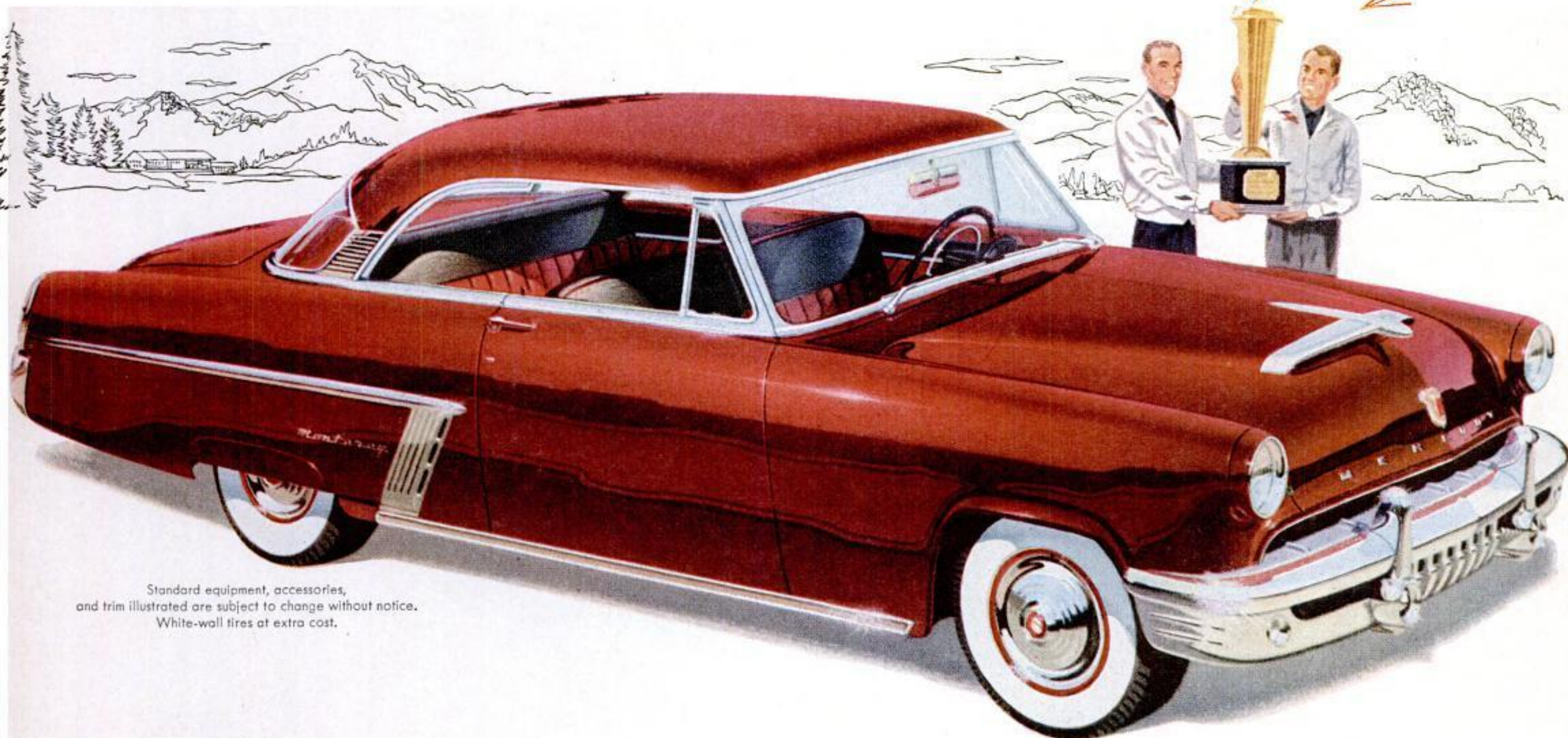


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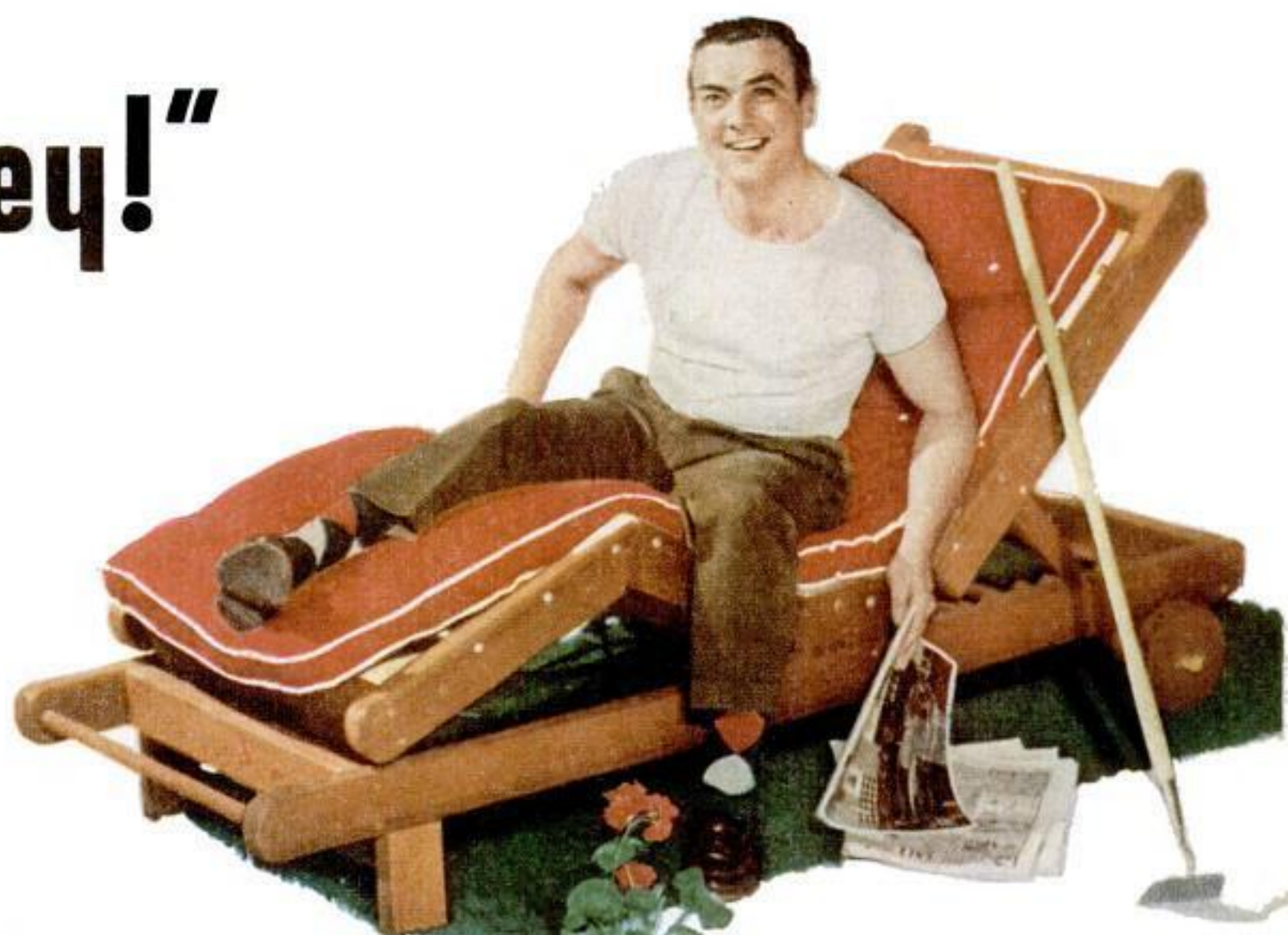


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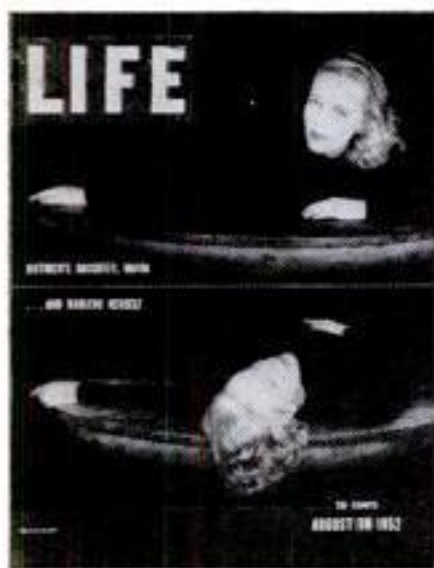
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### LIFE'S COVER

Face up on a round table in Photographer Milton Greene's studio to form the top half of LIFE's cover is an aspiring young actress, Maria Riva. Maria, who used to be a dramatics coach and is now a television star, made her acting debut at the age of 9 in a film called *The Scarlet Empress* with her mother, the lady who forms the lower half of the cover. The mother was a reigning star in Hollywood then and is a reigning star now, with a legendary appeal which seems to be immune to the ravages of time, and which Photographer Greene also has captured on pages 86-87 and 102.

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# THE URANIUM RUSH IS ON IN ATHABASKA

PHOTOGRAPHED FOR LIFE BY CARL IWASAKI

Across 757 square miles of Saskatchewan's apparently worthless wastelands, participants in the first big uranium rush of the atomic age staked out claims to possible riches. The fabulous mineral they sought lay in a region of rocky hillsides and woodlands restricted since 1949 to exploration by Crown or government-chartered companies. Test borings had shown potentially rich veins of the glistening, coal-black ore vital to America's atomic reactors and bombs.

Last week, under a Saskatchewan law which had limited charter concessions to three years, the field was thrown open to the public. On the scene, waiting for the law to take effect, were veteran sourdoughs, fevered tenderfeet, gadget-laden geologists and even a few housewives from the Canadian cities far to the south. Surprisingly they had already surveyed the big field, and where their Geiger counters chattered loudest they waited for the legal hour—8 a.m. on Aug. 4. Then, their 50-acre claims staked and blazed, they raced by plane, by canoe and by foot to file with the government recorder in one of the boom town tents of Uranium City, north of Lake Athabaska. Lacking the millions for mining gear and mills, most of them hoped only that they had struck it rich enough for the big companies to buy.

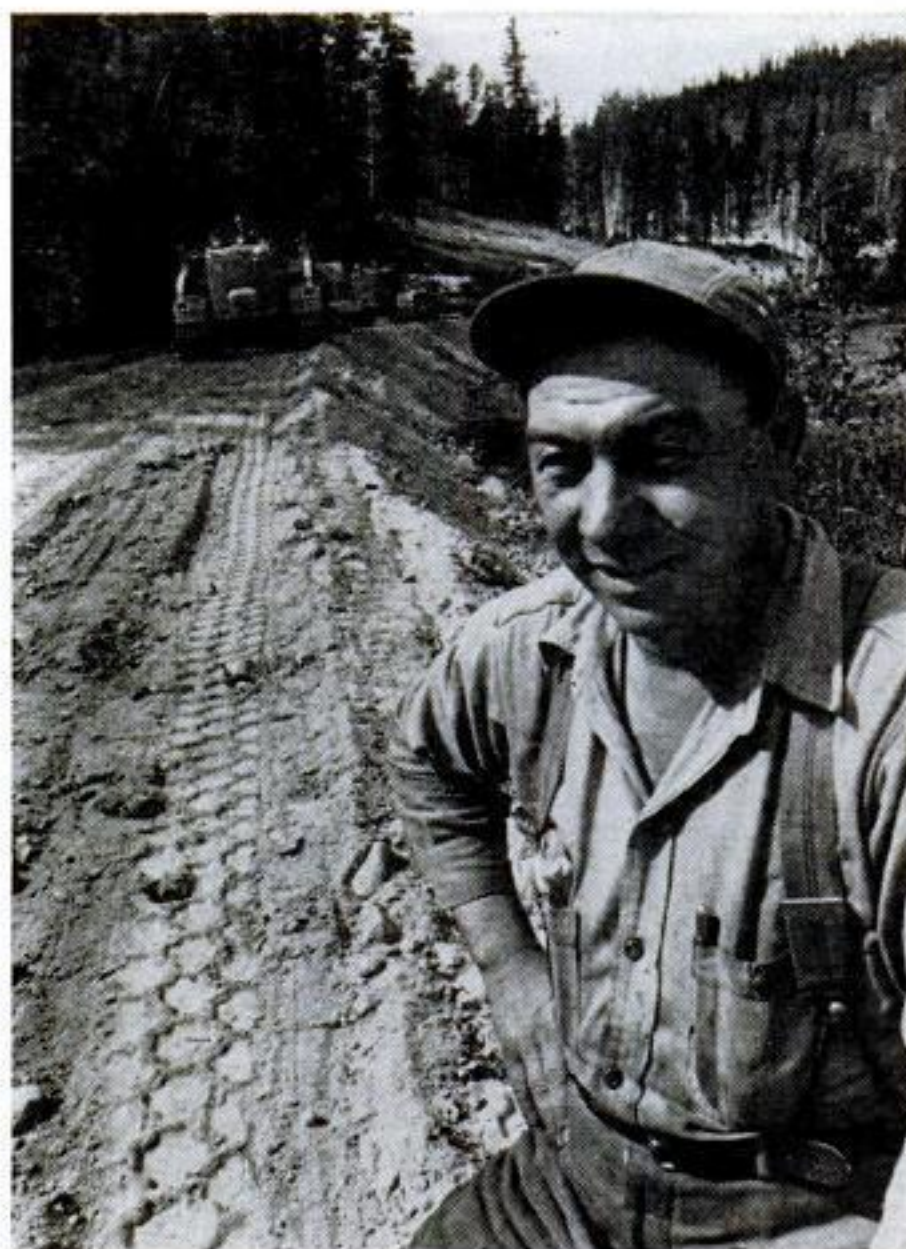
**MARKING A CLAIM,** Prospector Bob Calder lays Geiger counter on ground (*lower left*) while he uses compass to check boundaries his partner is blazing.







**AIR LIFT** returns a staking crew to camp after filing. In an area of few landing fields but many lakes, float planes are widely used.



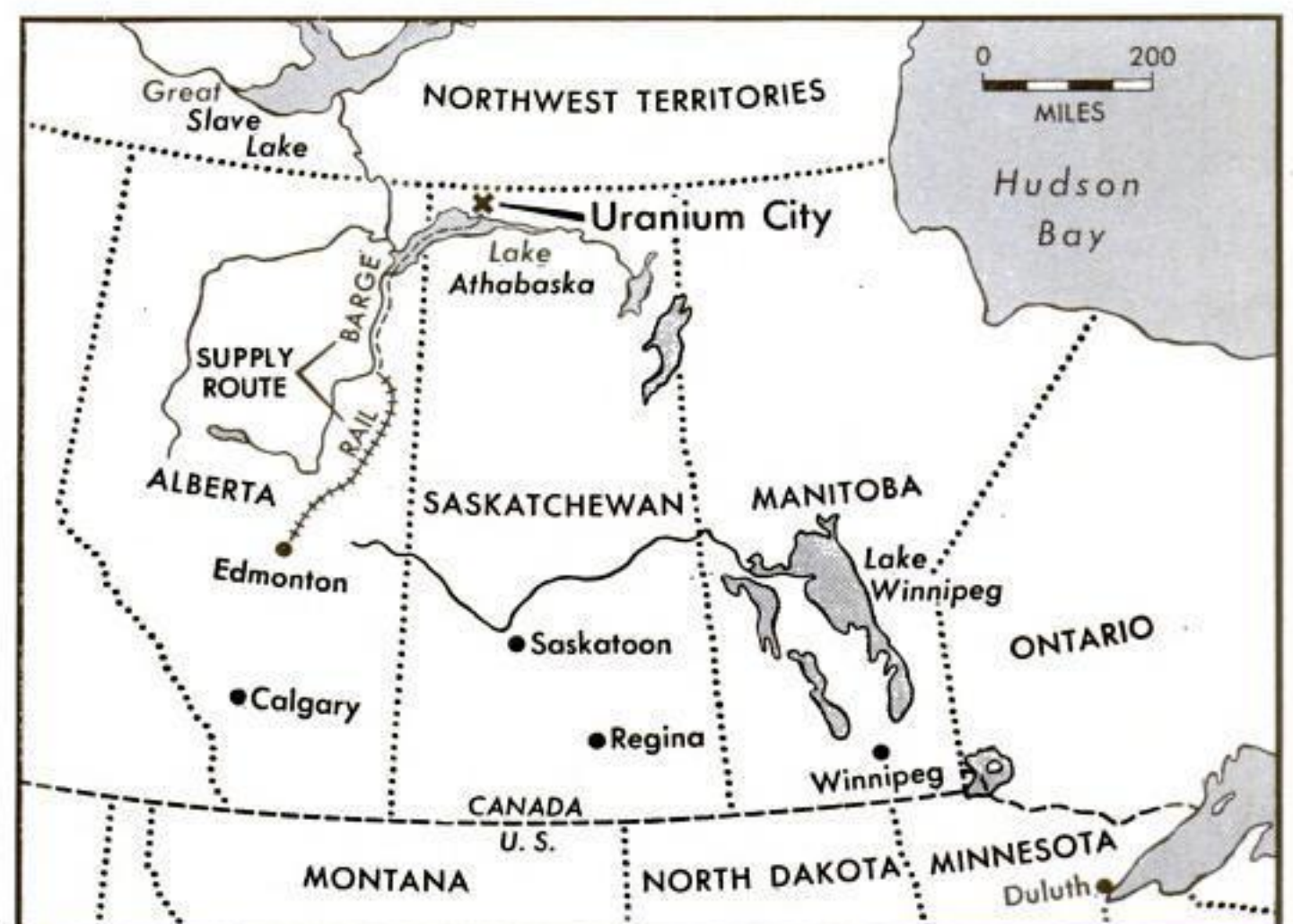
**ROAD BOSS**, George Langford, supervises work on 13-mile land route from Lake Athabaska through Uranium City to landing strip.



LANES CUT THROUGH TREES MAKE UP URANIUM CITY. ROAD LINKS LAKE



**URANIUM MOTORS TAXI**, one of seven brought in at freight cost of \$127 each, enriches owner by carrying passengers from lake to airstrip at \$10 a trip.



**REMOTE LOCATION** of the new fields, beyond Lake Athabaska, is indicated by map. They can only be reached by train and barge from Edmonton, or by air.





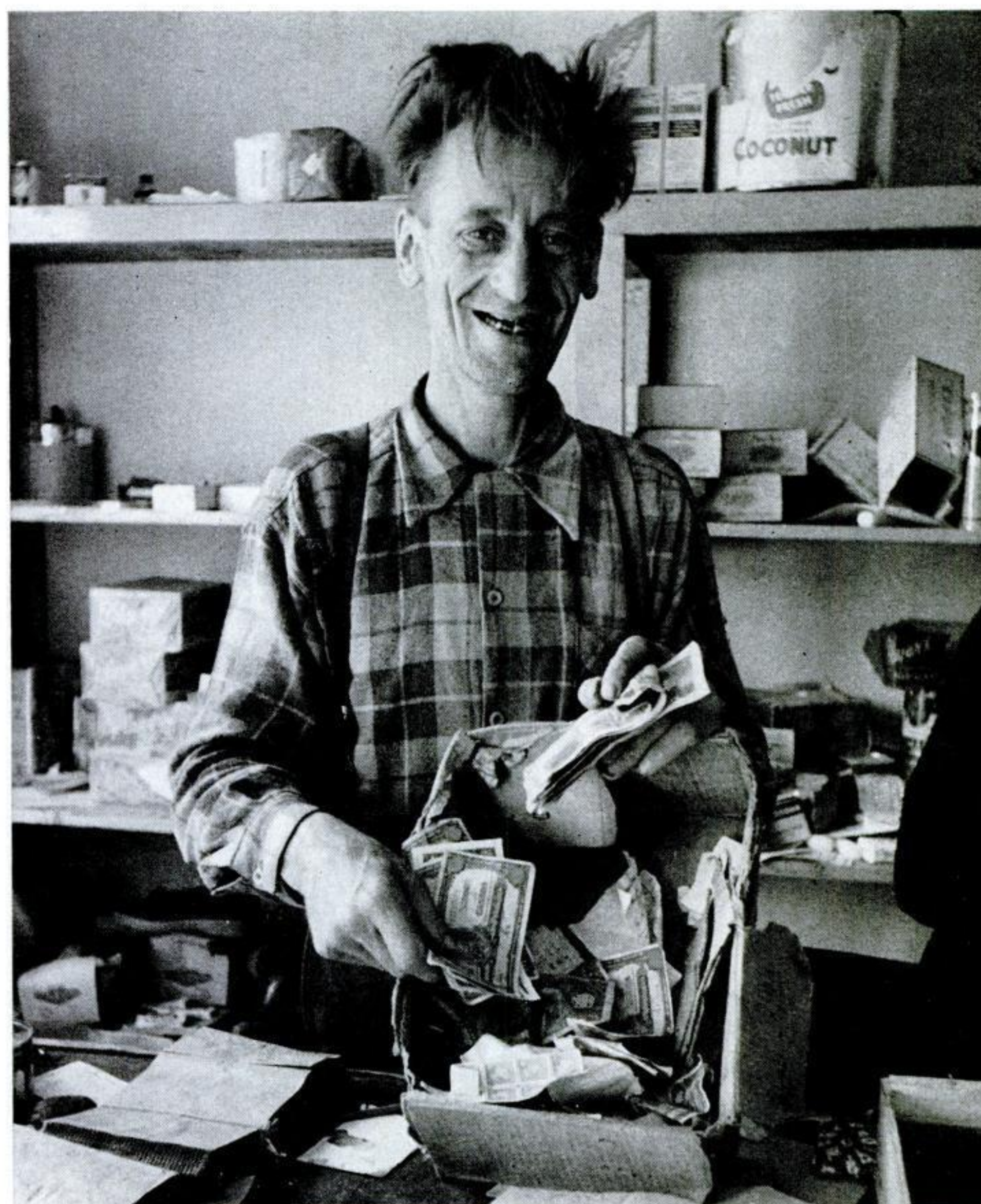
WITH THE GOVERNMENT MINES AT BEAVERLODGE

## FIRST BOOM PROFITS GO TO URANIUM CITY

In 1935 gold was found in the Athabaskan bush country, and its first rush was on. But the boom petered out and the land reverted to caribou and wolves. This time, when the wilderness proved hot with fissionable ore, the government moved in. A town was laid out as a base and named Uranium City. Last week every lot had been leased, and suburbs were planned before the first buildings were up. Entrepreneurs, supplied by barge or chartered plane from the railhead 300 miles away, sold bread at 35¢ a loaf, gasoline at 60¢ a gallon. For now, at least, they were the only people getting rich off the biggest uranium rush in history.



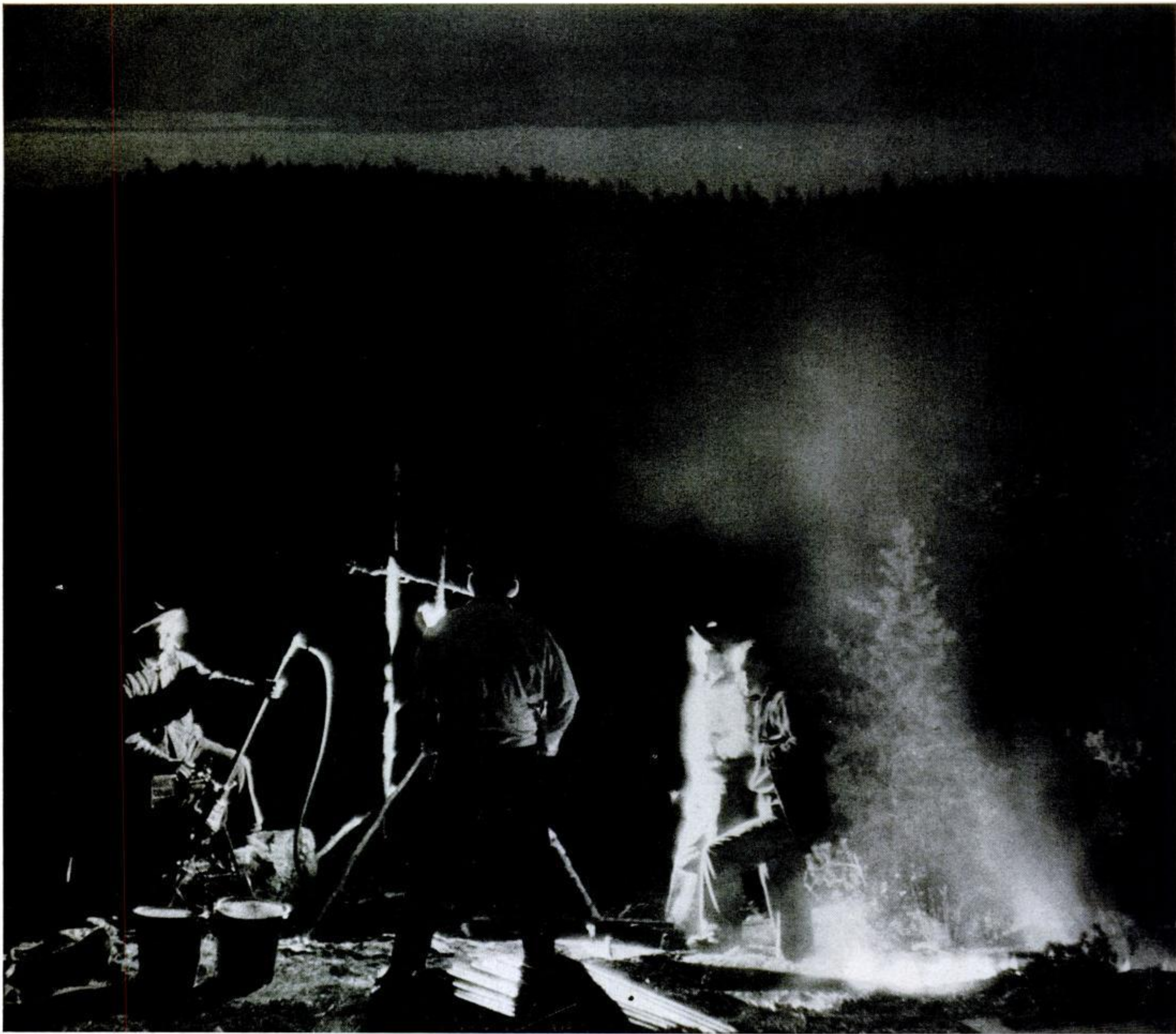
**BOOSTING BOOM TOWN**, Prospector Paul Loutitt (*left*) who has staked his claim, and Mary Adam, a Chipewyan Indian (*above*), wear T-shirts which they bought at general store for \$3.25 each.



**PROSPERING MERCHANT**, Gus Hawker, who sells T-shirts (*above*), groceries and bedrolls, beams

on day's receipts—often as high as \$4,000. Competitor is building store to end Gus's monopoly.





**TEST DRILLING BEGINS** on new claims as crew from National Exploration, Ltd., sends a diamond-tipped bit probing beneath granite rock. Actual mining machinery will be brought in later if the tests locate promising uranium veins.

The company is one of several large firms which are involved in the uranium rush. All of the ore mined from the Athabaska fields must be sold to the government, which will process it for the Canadian, British and U.S. atomic plants.



**AMATEUR BARBER** meets emergency after region's only haircutter gave up clippers for Geiger counter.

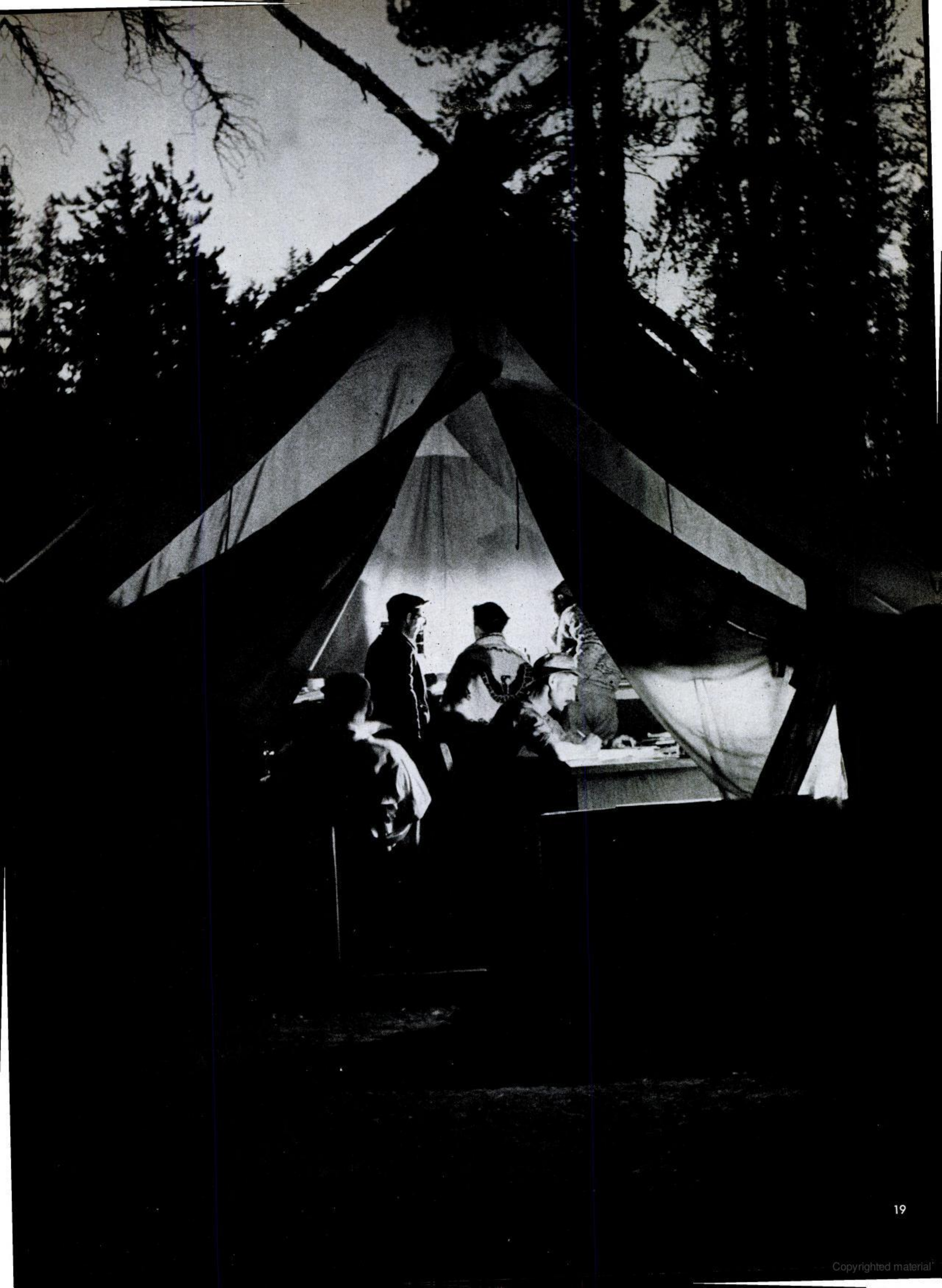


**FILING A CLAIM**, Sourdough D. R. Macfie, a prospector all his life, grimaces over paper work in the government tent at Uranium City. Of first 252 claims filed, 33 were contested. One man found 28 stakes on his original property.



**CHIC TENDERFEET** were Polish Count George de Modzelewski and wife. He formerly worked for U.N.







Big-league baseball fans are a spoiled lot: they take the beauties and wonders of our national game for granted. This is not wholly their fault, because the 400 athletes who play big-league baseball have a collective genius for making the hard ones look easy. Nonetheless every true baseball lover should pause at least once a year and meditate on the basic splendors of his favorite sport. For instance:

Considering the speed at which a big-league pitcher can throw a ball, it seems a miracle that any batter manages to get a hit. An Army machine for measuring projectile velocity registered Bob Feller's fast one at 99.5 mph as it crossed the plate. Not all pitchers have Feller's speed, of course, but few pitchers ever reached the big leagues who couldn't make a baseball whistle. With the ball rushing toward him at a terrifying clip, the batter must decide in a split second whether or not to swing at it; if he decides in the affirmative, he must hit it beyond the reach of nine strategically placed acrobats all poised to foil him. Despite these staggering obstacles the best batters manage to hit safely once in every three attempts, and the very best do even better than that. If Feller isn't having one of his good days he gets knocked out of the box.

On the other hand, considering what marvels of coordination, eyesight and power big-league batters are, it seems a miracle that pitchers aren't knocked out of the box every inning. Yet Feller won 22 out of 30 games last year; this year Bobby Shantz has already won 20 and lost only 3. A big-league pitcher has unbelievable speed, but even more amazing is his control. Standing 60½ feet from the batter, he must throw the ball inside an imaginary frame 17 inches wide—the width of the plate—and a little over a yard high—the distance between the batter's knees and shoulders. Furthermore, to stay in business he must be able to put the ball anywhere within this frame he chooses. A big-league pitcher who loses his control is liable to find himself back in Punxsutawney, mining coal again.

Tests by physicists have shown that a pitched ball hit by a powerful batter is traveling more than 100 mph when it leaves his bat. The catching and stopping of batted balls which big-league infielders and outfielders perform in a pick-and-shovel manner is out of this world. Their matter-of-course throwing is just about as spectacular, e.g., the accuracy with which a catcher

rifles the ball to second base—127 feet from the plate—to head off a base stealer: the ball comes in right on the bag, a foot above ground, and the second baseman could virtually catch it with his eyes shut. As for the common or garden double play, it is, solemnly analyzed, almost beyond belief.

Baseball is probably the only major American spectator sport to which a male can take a female without having his pleasure as a spectator detracted from. To date there is no recorded instance of an American female's attaining a clear understanding of the "down" in football. But baseball is so superbly designed that countless females are hep to the nuances and have even become knowledgeable scorers. Columnist Henry McLemore once took a lady to a World Series game, and when a dangerous hitter was purposely passed, he saw her write HDWH on her score card. It stood for "He deliberately walked him."

Finally, for long-drawn-out, soul-agonizing drama, no sport has anything to approach the 154-game pennant race. Unless some superclub, like the Yankees of Ruth-Gehrig vintage, has broken the spirit of its rivals by midsummer, pennant races are decided in the drama's third act, which starts in August and ends in September. Throughout these frenzied pay-off stretches the sun-baked infields are like cement floors; nerves are raw and tempers flaring; the athletes use lighter bats and begin to wilt. This year there should be more wilting than ever; a record number of double-headers that were rained out last spring have piled up and will have to be played off.

So here we go again. No club at present in the first division of either league is safe. During these pay-off stretches eighth-place clubs ruin front-runners which have used them all year to clean their spikes on. Baseball's truest adage, "They're none of 'em over till the last guy's out," was never truer than in the recent 15-inning epic between the crippled Giants and the burly Dodgers. Durocher had run so short of reserves that if the 15th inning had ended in a tie, the fans at next day's play-off wouldn't have been surprised to see Laraine Day romping in the outfield. But the reeling Giants came from behind for the third time and scored the winning run at 1:31 in the morning. It may not have been baseball at its best, but it was certainly baseball at its most exciting, the kind we're due for a lot more of.

Some pastime!

## SOME SCIENCE!

During the last war, when there was terrible confusion among U.S. copyreaders (and citizens), a Michigan newspaper printed this sentence: "Rommel's battered forces are in Dire Straits." The congress of the International Geographical Union now meeting in Washington, an assembly of 400 top-flight geographers, reminds us again that we are a nation of geographic illiterates. One of their sections is devoted to Teaching of Geography, and we hope that it produces some explosive notions that we can put into effect.

Geography, in the main, is taught in the sixth and seventh grades of our primary schools and then dropped. Most youngsters at that age are too hot and bothered about too many other things to care. What relatively little geography gets taught at U.S. high school levels is too often a starveling twice-a-week study, under the manual-training teacher or the athletic coach, who hasn't much to do in the mornings. In European secondary schools geography is a full-time, compulsory long-pants subject.

Our shameful neglect of geography probably contributed a good deal toward isolationism and to what is just as bad if not worse—ignorant "internationalism." That magnificent veteran geographer, Dr. J. Russell Smith, sees grave national danger in the geographic ignorance of our legislators. He contends that no candidate should be allowed to enter the congressional primaries who has not already passed the geography exams

necessary for admission to the U.S. Consular Service. "Certainly the lawmaker needs to know as much as the cub consul," he told the delegates. We fully approve of Dr. Smith's ideals, even though they may be a little slow in coming to fruition within our lifetime.

Geography is a wonderful branch of knowledge. Its underlying principles are that each section of the earth has its own peculiar products and advantages, and that the life of the people in each section is conditioned by those facts. To be a first-class geographer you must be an explorer and know a lot of meteorology, anthropology, geology, cartography and mathematics. It must be a fine profession, tearing off great chunks of the world for study and contemplation.

But to be an amateur geographer requires only an intelligent curiosity. Now that we are, willy-nilly, in world affairs for keeps, we must all smarten up geographically, and fast.

Our educational authorities caught us young but didn't stay with us long enough. Perhaps, however, Miss Mildred Denklef-sen of Western Reserve University has found the way to let light into our darkness. Last winter she taught geography by TV over a 100-mile area around Cleveland—to an adult audience of 50,000. If enough colleges and universities take up TV geography instruction (only 13 give it now), perhaps someday we'll learn that Dire Straits isn't a stretch of water.





## PORTRAIT OF A SUCCESSFUL PRESIDENTIAL CANDIDATE

The satisfied-looking gentleman examining a fragile stamined crinum lily in this picture is Syngman Rhee, who last week was re-elected president of South Korea in the first popular presidential vote held in that battle-torn republic. Rhee was first chosen president by the national assembly four years ago, but lately he has come in for increasing world criticism

for high-handed methods. A few weeks ago, angered at U.S. protests against his imprisonment of opposing legislators, Rhee stilled the *Voice of America* in Korea. He forced the general election over U.S. objections rather than face a stiff and divisive fight in the assembly. Despite these failings Rhee piled up a 3 to 1 majority over the combined vote of his three

opponents. By stateside standards this was a landslide, but in view of Rhee's control of the administrative election and police machinery it was less than that in Korea. It did indicate, however, that Rhee—with a long and distinguished record of resistance both to Japanese and Communist aggressors—was still a symbol of Korean independence to most of the voters.



## JUST BEFORE DEMOCRATS VOTED IN MISSOURI, SOUTH CAROLINA AND TENNESSEE



**THE RIVALS MEET** at rally in a St. Louis teamsters' hall. Symington (right) began by saying, "I

want to talk issues instead of personalities," but during most of campaign Taylor took reverse tack.



**G.O.P. CANDIDATE** gets endorsement on wall at South Carolina Democratic convention. In center,

## TRUMAN MAN GETS BEATEN

Well aware that their primary would show just how the party winds were blowing, the Missouri Democrats last week set out to nominate a candidate for the U.S. Senate. Their choice lay between two very different men. One was a practicing politician, J. E. Taylor, the state's attorney general, who was backed by both Harry Truman and the Pendergast machine. The other was an oddity in the field. He was an urbane political greenhorn, a Yaleman with a Brooks Brothers look, and he bore the high-sounding name of W. Stuart Symington.

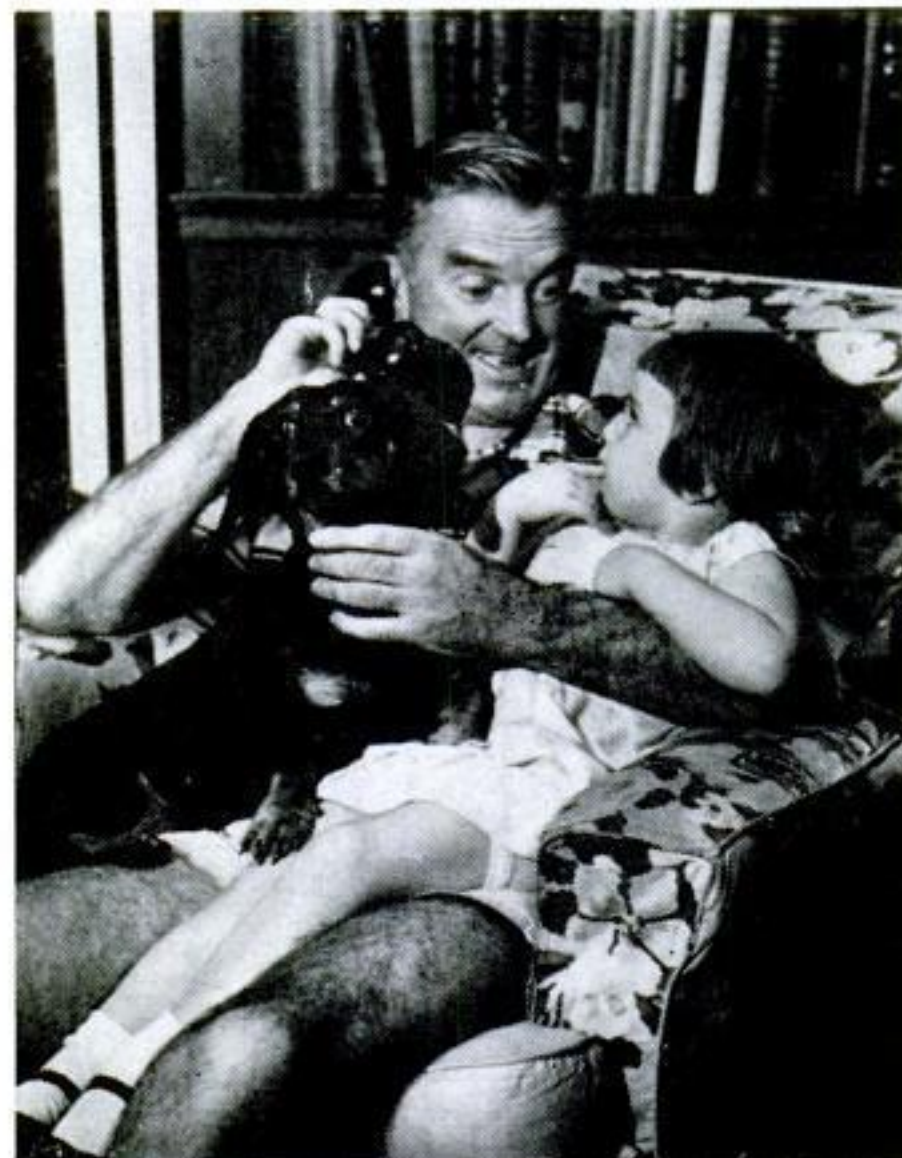
Although he had been Secretary of the Air Force, Symington had never run for political office. Touring the state in a sound truck, he waged a brief but vigorous campaign with the help of his wife, Eve, a former cafe society chanteuse, and his son Jim, who had learned to play the guitar at Yale. He visited 100 counties out of 114 and made so much headway that Taylor resorted to smears and claims that Symington was neither Democrat nor Missourian. But when the record half-million vote was counted Symington had a 180,000 edge.

## A DIXIE BOLT

Still smarting at the insults suffered at their party's Chicago convention, the Democrats of South Carolina assembled last week in Columbia and set the probable pattern for other rebellious Southern states. When the state convention was over, they were still Democrats—they voted 289½ to 45 to place Stevenson electors on the ticket—but they had threatened to bolt the party and been treated to the spectacle of Republican banners (above) on their walls. Some sample thinking was supplied by their leader, Governor James Byrnes. He



**PRESIDENT'S VOTE** is cast in Independence by Truman who said Taylor had backed him 30 years.



**SYMINGTON VICTORY** begins to materialize as news is phoned to candidate and grandchild Anne.



**BACKING IKE**, Delegate T. Stoney shouts that Truman and Stevenson differ only in table manners.





hand on his tie, is Senator Olin Johnston, who fought to keep the convention from bolting party.

## IS OUTVOTED

thought, Byrnes told them, they should support the national Democratic nominees. He also thought people should have a chance to vote for Eisenhower. Since the legality of the Republican state committee is being questioned, Byrnes felt it would be only "fair play" if an independent movement assured Ike of a place on the ballot. He would, he said, sign the necessary petition himself. Even this was too weak for rebellious delegates who, when the convention ended, thundered the Democratic ticket still smacked too much of Truman.



**BACKING PARTY**, Byrnes warns delegates they had better put the Democratic candidate on ticket.



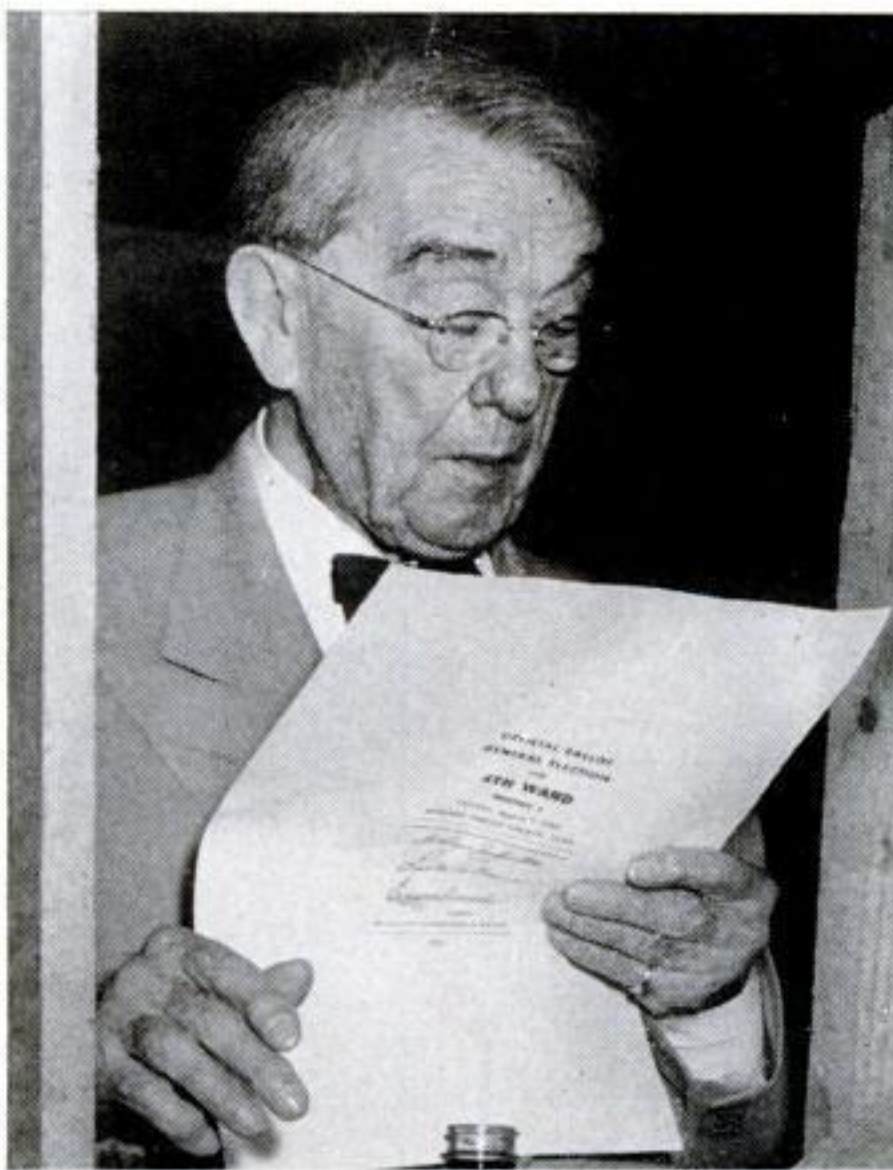
**ON RIVAL'S BANDWAGON** Candidate Gore stands on tailboard and shakes hands with a friend

playing in McKellar's band. This happened in Memphis on election day—Gore was still campaigning.

## OLD SENATOR FADES AWAY

Chipper and confident, crochety Senator Kenneth McKellar briefly stumped Tennessee last month trying for something no man has yet attained, a seventh term in the U.S. Senate. The fact that he bothered to campaign was itself unusual; almost automatically McKellar's constituents have sent him to Washington (two and a half terms in the house, six in the Senate) ever since 1911. But this time, backed by his long-time friend Boss Crump, McKellar, 83, was running against Albert Gore, a relative upstart with a mere seven terms in the house.

Gore, a lawyer who got his start as Labor Commissioner in '36, was favorite of the farmers and the local press. He campaigned on the basis of his youth ("Go with Gore, Albert Gore. He's wise and able and he's just 44"). As it turned out, this was basis enough for a 74,000-vote victory. Crump's powers, however, were not entirely at an end. In the same election Crump's candidate, would-be Governor Frank Clement, defeated incumbent Gordon Browning, who with Estes Kefauver, had won office on an anti-Crump platform in 1948.



**CRUMP'S LOSER**, Kenneth McKellar, studies his ballot before casting a last vote for himself.



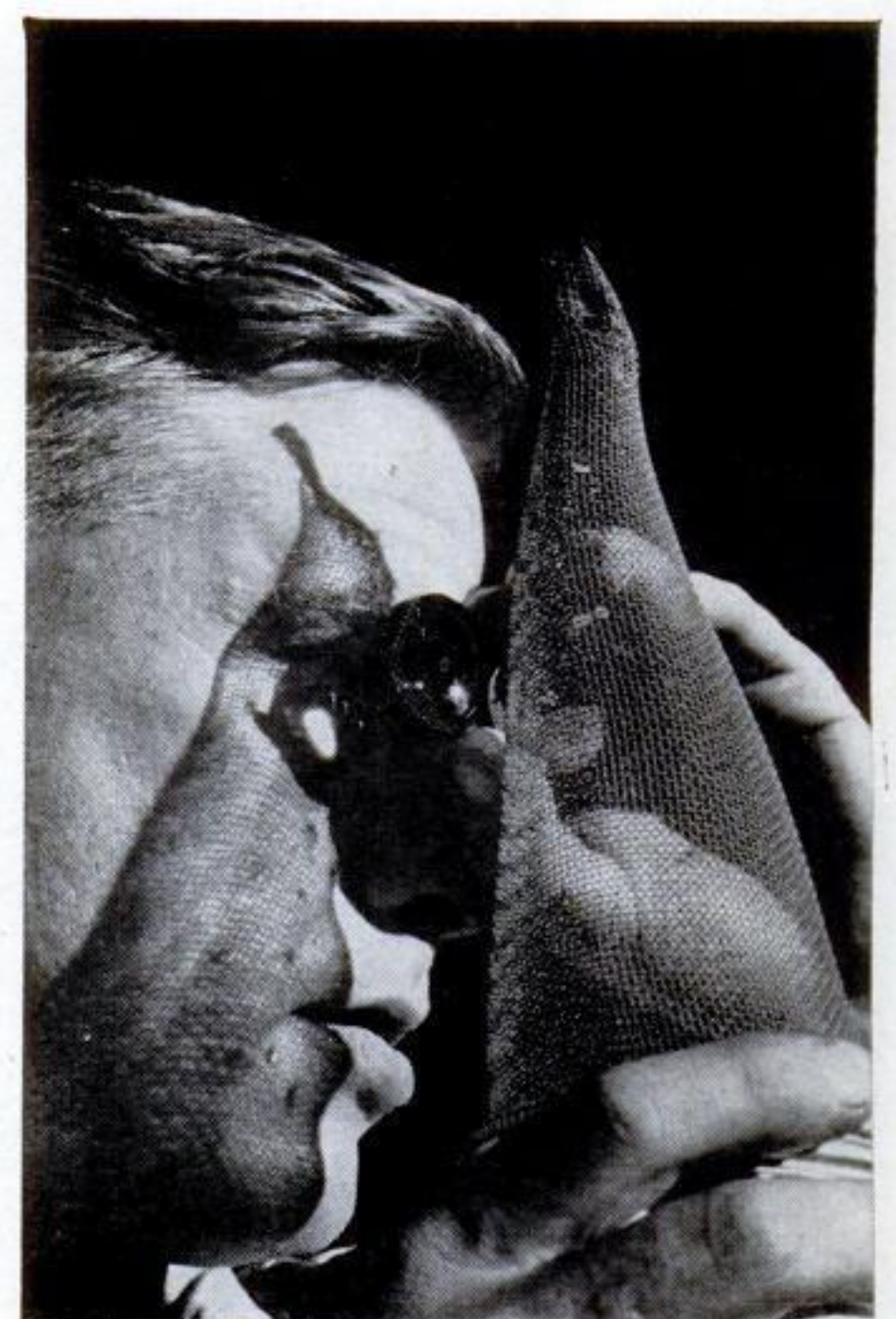
**CRUMP'S WINNER**, the state's next governor, Frank Clement, sits with wife. He is ex-FBI agent.





FARMING TOWN IS "FOGGED" WITH DDT-AND-OIL

## VALLEY FIGHTS 'DEADLY SLEEP'



MOSQUITO CAGE, containing insects hatched from larvae sample, is checked for the deadly Culex.

← GRAVEYARD FLOWERPOT IS "OILED" FOR LARVAE





MIXTURE TO KILL ADULT MOSQUITOES



A FLOTILLA OF JEEPS SPRAYS EPN, A NEWLY DEVELOPED INSECTICIDE, OVER A MOSQUITO-PRODUCING MARSH

Last week residents of California's Central Valley were engaged in a bitter fight against a mosquito called *Culex tarsalis*. Emerging in astronomical numbers from ponds swollen by an excessive spring thaw, *Culex* had already caused the worst epidemic of encephalitis (sleeping sickness) in California's history. And the mosquito season was less than half over. To combat them, planes and jeeps buzzed busily over

the valley, blanketing it with a fog of insecticide. Ponds were oiled or filled in by bulldozer.

Encephalitis outbreaks are generally limited to a particular region, within which the brain-damaging virus is transmitted by mosquitoes from infected horses or fowl to healthy animals or to men. Entering the blood stream, the virus localizes in brain cells and destroys them. Soon the patient develops a high fever and goes

into a coma. Recovery is likely, but the brain is sometimes damaged so severely the victim is left feeble-minded. Though a vaccine has been developed, it requires repeated injections and is not available in quantity. Consequently valley residents attacked the insects themselves. At week's end the mosquitoes were still numerous, but there was hope the epidemic could at least be confined to its present proportions.



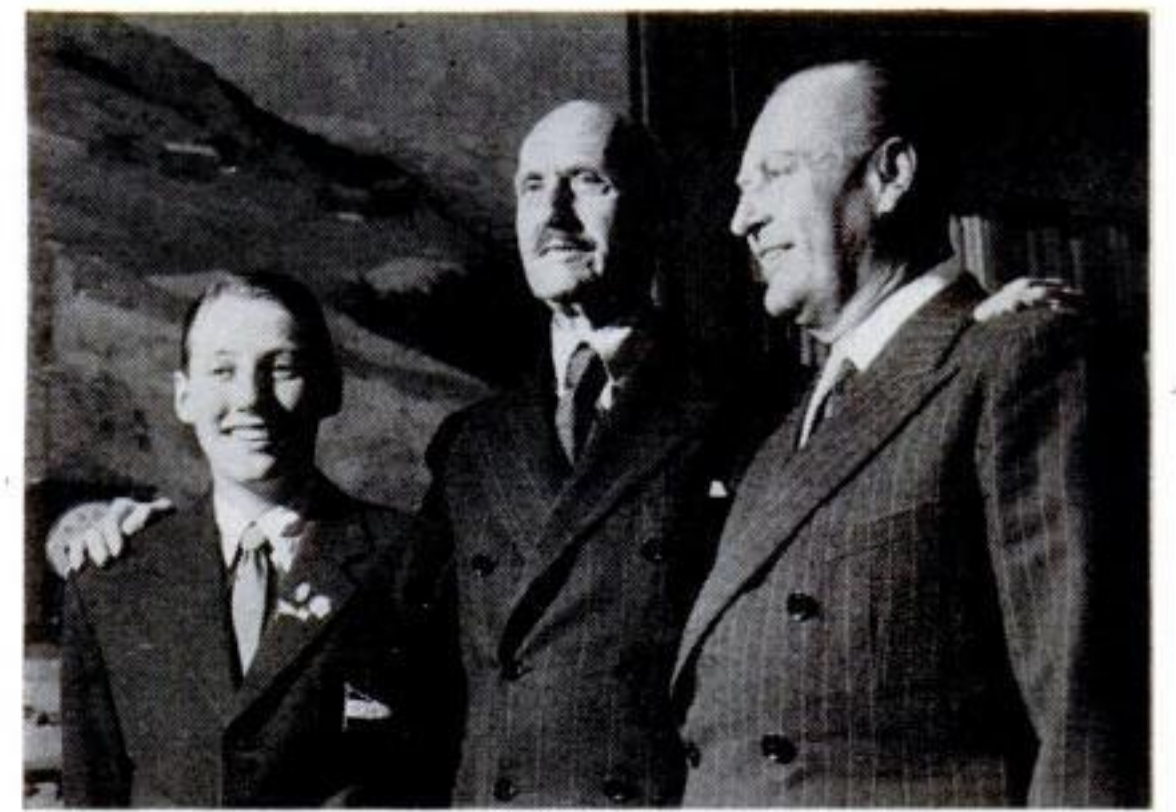
A VICTIM of encephalitis, Daniel Davis, an aluminum worker, was brought to the hospital in coma

and running a high fever. Though unconscious for five days, he is now slowly beginning to recover.

AN INFECTED PALOMINO HORSE LEANS WEAKLY AGAINST ITS OWNER →







HAAKON WITH CROWN PRINCE OLAV AND GRANDSON HARALD

## WELL-LOVED KING

**Grateful Norway gives hardy old Haakon a memorable party on his 80th birthday**

Haakon VII was 80 last week, and Norway threw a wonderful birthday party for its wonderful old king. In a time when monarchy is on the downgrade (*opposite page*), Haakon can look back on a 47-year reign that grew steadily in popularity, brought prosperity to Norway and served as a symbol of freedom during the Nazi invasion of World War II. To show their gratitude and affection, 250,000 Norwegians lined the streets of Oslo on the king's birthday and cheered happily in the pouring rain as the old man was driven through the city in an open car. Flags and flowers and souvenir dolls were brandished as he spoke from a balcony, thanking everyone for the party. Then, surrounded by visiting royalty, he attended a family dinner at the Royal Palace. But the real celebration went on outside where thousands of Norwegians sang and shouted and danced in the streets in honor of a well-loved friend.

**HAAKON SOUVENIR** is waved by a patriotic woman as king rides through Oslo in the pouring rain.



**HAAKON FAN** wanders between the ranks of the King's Guard as it stands watch at the Royal Palace.



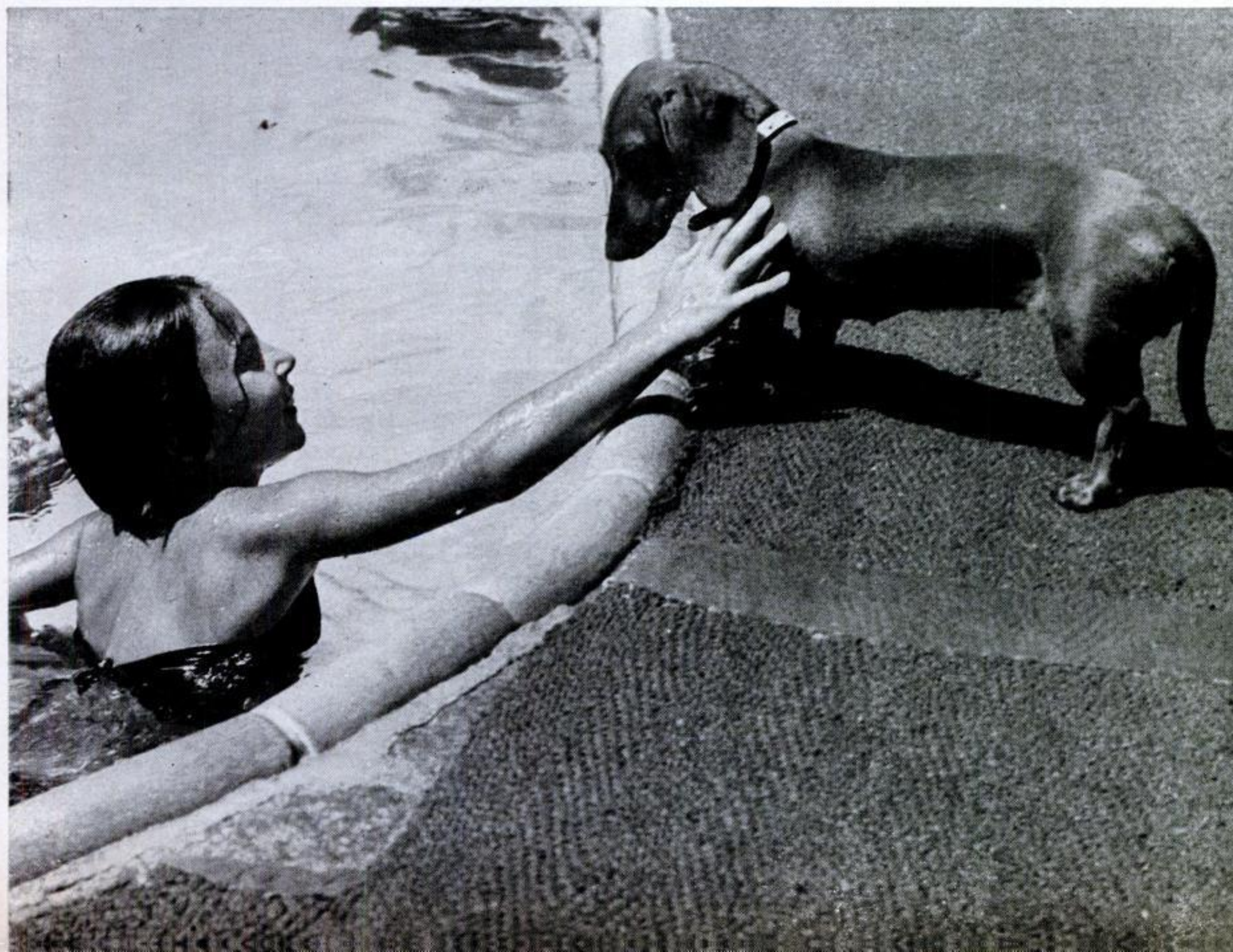


FAROUK AND NARRIMAN, PROTECTED BY BODYGUARD (REAR)

## UNMISSED PRINCE

**Ex-king Farouk puts on a bathing suit as Egyptians make haste to forget him**

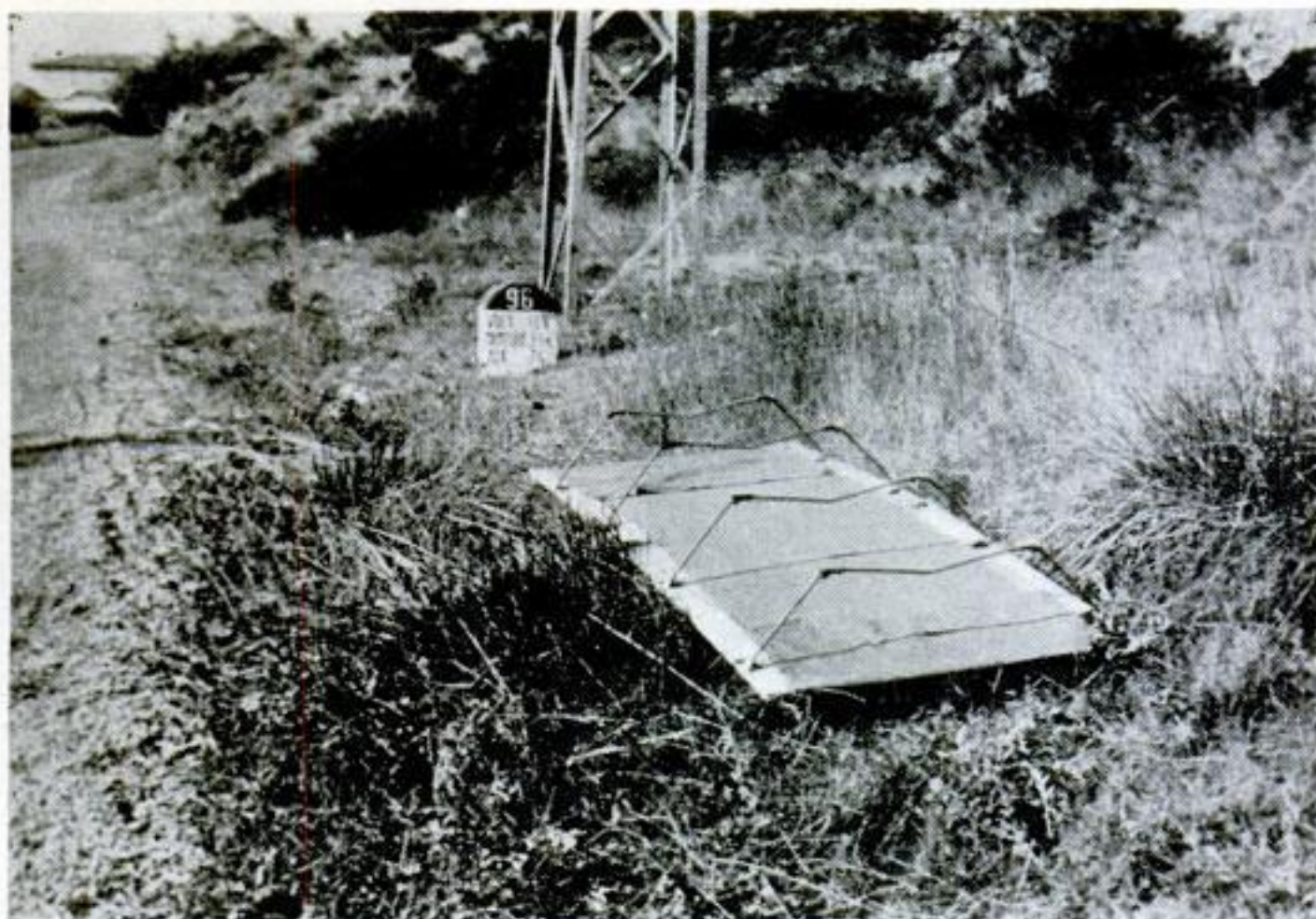
On the isle of Capri, His Royal Highness Prince Farouk Fuad stripped to his round and royal waist and settled down to the business of being an ex-king (LIFE, Aug. 11). He and his family visited Gracie Fields, he got his portly figure into a bathing suit and he played a little poker, but he had a hard time convincing anybody that he was just folks. When the hotel electricity failed, while he was in the public sitting room, he was instantly surrounded by a platoon of bodyguards, all anxiously clutching their guns. And when he bit into a peach with too much folksy zest, a dentist had to be rushed to his side to minister to the royal teeth. But though Farouk was still a celebrity in Capri, back home in Egypt nobody seemed to miss him. Farouk Air Field was renamed Cairo International Airport, and hundreds of fathers were hurriedly trying to get their sons' names changed from Farouk to something else.



**TAKING THE SUN,** Farouk ignores onlookers as he prances around pool at Gracie Field's resort.

**TAKING A SWIM,** Farouk's youngest daughter, Fadia, makes a new friend at the edge of the pool.





**COT OVER BODY** of Sir Jack apparently was placed there by the murderer in accordance with local superstition against leaving bodies of the dead uncovered.



**SCENE OF CRIME** was photographed for Marseille paper which made sure readers would understand by prominently identifying location of victims and car.



**FAMILY PHOTOS SHOW:** SIR JACK, HIS WIFE ANNE, DAUGHTER ELIZABETH

## MURDER BY THE ROADSIDE

French police are stumped by mysterious slaying of Britain's wartime diet chief and his family

Sir Jack Cecil Drummond was a jolly 61-year-old scientist who won fame during the war for devising the tasteless but nutritious diet which is credited with having preserved the health of the British people. A couple of weeks ago he left for a vacation in the south of France with his wife and his daughter Elizabeth. They visited friends in Villefranche, saw the bullfights in Digne and were driving along the Durance River when they decided to camp for the night by the side of Route Nationale No. 96, near the town of Forcalquier. Elizabeth sneaked away for a little adventure which she recorded in her diary: "The moon is high and shining. . . I have just accomplished one of my dearest desires. Alone I waded in the Durance, like in a movie or a dream. It was marvelous!" Then they all went to sleep. About 1:30 in the morning a farmer living down the road heard some shots, turned over in his bed. Next morning he found three corpses by the roadside: the elder Drummonds had been shot, Elizabeth's head smashed by the stock of a carbine. With no suspects and apparently no motive (the bodies had not been robbed) the French police were completely stumped by the most brutally senseless crime they could remember.

**FUNERAL SERVICE WAS CONDUCTED BY PROTESTANT MINISTER BEFORE WALL-LIKE HEDGE OF PRUNED YEWS IN FLOWER-STREWN CEMETERY OF FORCALQUIER**





# CLEAN REST ROOMS AWAIT YOU.

*At Mobilgas Dealers!*

NEXT TIME you're out driving, look for these three diamond-shaped signs that spell out "Clean Rest Rooms." They are your friendly Mobilgas dealer's invitation to "make yourself at home" while on the road . . . to use his comfortable, properly equipped, clean and sanitary rest rooms.

Clean rest rooms are just one of the many friendly services you can expect wherever you see these diamond signs. You can also count on your Mobilgas dealer for

helpful touring information, for his exclusive miracle-fold road maps, for use of a telephone, if necessary.

And he'll be just as helpful where your car is concerned. He'll clean your windshield, check your radiator, battery, tires—do everything necessary to make your trip pleasanter and safer. Yes, wherever you find a Mobilgas dealer, you'll find a man ready and eager to serve you. Stop at the Sign of Friendly Service today!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



*Look for  
the 3 Diamond  
Signs*

CLEAN

REST

ROOMS

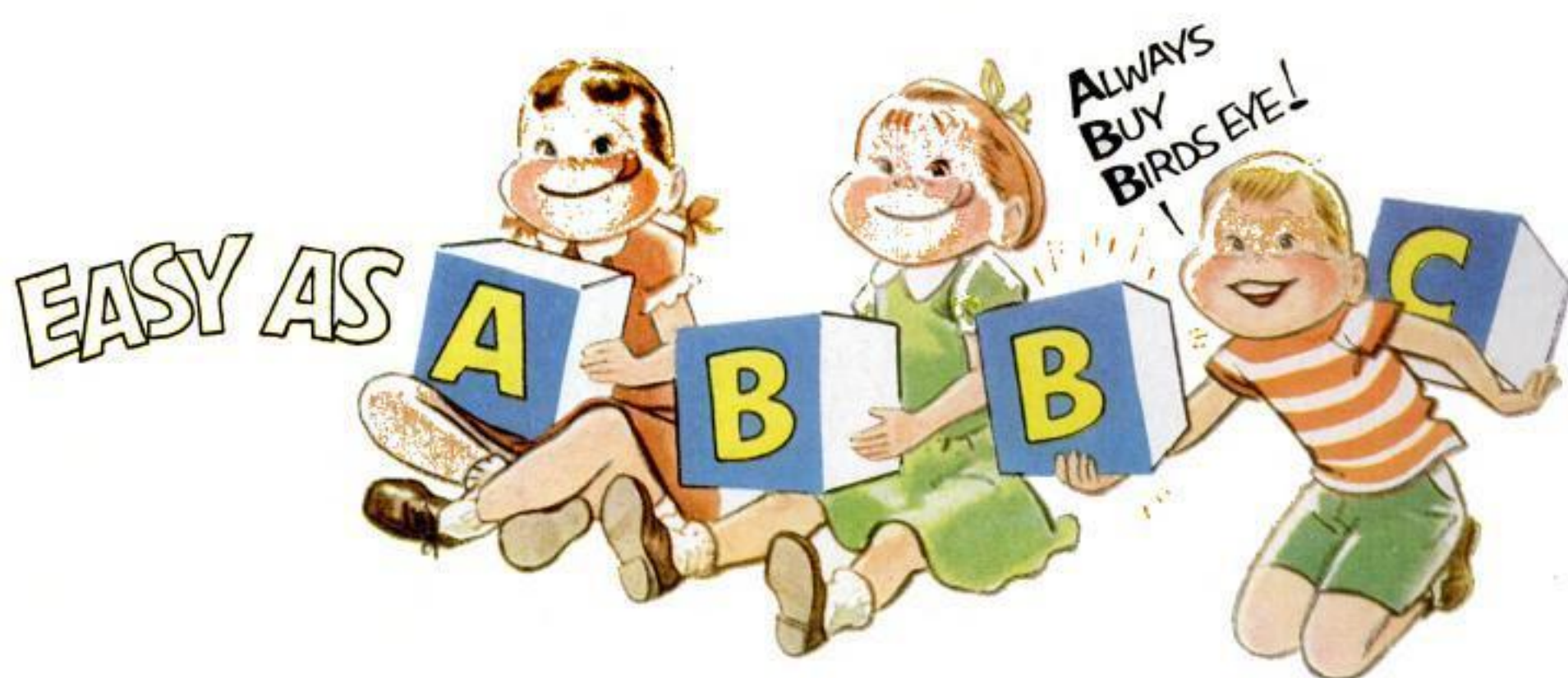


## Stop for Friendly Service AND Always Get Mobilgas

*For All the Gas Mileage Your Car Can Deliver!*



# Birds Eye Recipe takes the heat out of August Supper-Fixing



## Tangy Vegetable Cooler with Horse-radish Snow Dressing

**You fix it in advance . . .** Place 1 box of clean-as-a-whistle and ready-to-cook Birds Eye Chopped Spinach, cubed, in  $\frac{1}{2}$  cup of boiling salted water. Bring to full boil. Drain and chill. Mix the chilled spinach with  $\frac{1}{8}$  cup each of diced celery and cucumber, 1 tablespoon finely chopped onion and 3 tablespoons French dressing. Chill again . . .

Cook 1 box of dewy-fresh, ready-for-the-pot Birds Eye French Style Green Beans as directed on the package, boiling just 5 minutes. Drain, chill . . .

Be sure you have 4 red-ripe tomatoes and a head of lettuce in the refrigerator . . .

**You put it together in minutes . . .** Spoon the delicious Birds Eye Spinach mixture into 4 large tomatoes which have been cut open to form petals and sprinkled with salt and pepper. Set on large platter. Pile the crispy Birds Eye Green Beans in lettuce cups around the tomatoes . . .

**You "dress" it in seconds . . .** Blend  $\frac{1}{2}$  cup of sour cream with  $\frac{1}{4}$  cup mayonnaise and 1 teaspoon prepared horse-radish. Pour it over the tomato cups and the green beans. Tastiest vegetable supper you ever served!



IT'S ONLY BIRDS EYE...



WHEN IT'S MARKED...



BIRDS EYE!





# LIFE ON THE NEWSFRONTS OF THE WORLD

Ike gets a lump and a boost, the Reds slip a propaganda cog and the drought becomes a disaster

The week brought Dwight Eisenhower a disappointment and some encouragement. Emerging from the Colorado mountains after 10 days (p. 41), he went to Los Angeles to speak at the invitation of the Veterans of Foreign Wars encampment. The V.F.W. didn't bother to gather a big crowd, and his organization did nothing to insure one for him: only 14,924 people were clocked into the Los Angeles Coliseum (capacity 105,000) to hear his televised, dinner-hour speech. Meanwhile the Gallup Poll reported a straw in the presidential wind. It was of course only preliminary, but as of this month the Gallup sample showed that 45% of the voters would vote for any Republican to 43% for any Democrat and that 47% would vote for Ike to 41% for Adlai Stevenson.

\* \* \*



PANSKO HAZEL, RECORD LACTATOR

A contented California Holstein-Friesian cow named Pansko Hazel broke the world's lactation record of 267,304 pounds of milk and kept right on giving more. It was the more remarkable because the new champion producer is 17 years old, which is very old for cows. Frank L. Pellissier, her owner at a Whittier, Calif. dairy farm, who likens her to "a 95-year-old glamour girl," rewarded Hazel with a coconut oil rubdown, a garland around her neck and a Hollywood-style press conference.

## Head-on bus collision

Just before dawn one day last week, two Greyhound buses roared along U.S. Highway 81, near Waco, Texas, one bound north for Dallas, the other south for San Antonio. As the south-bound bus came over a small rise, a passenger screamed a warning, "Look out!" The two nine-ton giants smashed head-on and burst into flame. As fuel tanks exploded and glass melted on the road, those left alive clawed at windows and emergency doors. Twenty-five people, all of them injured, got out but 28, including both drivers, were killed—the worst bus accident in U.S. history.



ACHESON WITH AND WITHOUT GERMS

The Russians unintentionally dropped an incriminating piece of evidence into the germ-warfare controversy. The Chinese Reds had accused the U.S. of having started germ warfare on Jan. 28. But a first-run copy of the Russian magazine *Krokodil* turned up in Washington, proving the Reds were cooking up their charges two months earlier. Printed on Dec. 10, it showed Secretary Acheson as a two-faced Janus whose wings, on one side of a coin, became a germ canister on the other. In later copies of the magazine the premature propaganda device was removed.

\* \* \*

An Army physicist at Fort Belvoir offered a possible explanation of some flying saucer phenomena. By alternating pressures in the near vacuum of a laboratory bell jar, he created spheres, discs and blobs of light. The same kind of thing, occurring on a large scale in ionized layers of the upper air, he suggested, probably has given rise to many supposed saucer sightings.

## The rains came—too late

Last week thousands of farmers in the eastern half of the U.S. stood amid their stunted, brittle corn and wondered what had happened to the rain. They had had none, or virtually none, since mid-June. Creeks went dry and ponds became slimy puddles. Corn was hardly fit for silage. Oats had been hit hard, as were many other crops from blueberries in New England to watermelons in Georgia. The Department of Agriculture declared all or most of 11 states disaster areas, enabling farmers to get emergency government-backed loans. Guesses of the crop loss ran to a billion dollars and beyond. At week's end it was raining in New England and part of the South, and many farmers could safely begin planting their fall crops. But for this season's sickly, worthless corn the rains came much too late.



STUNTED EAR OF TENNESSEE CORN

In Helsinki cries of "Help! I don't want to go home" brought rescue to an Olympic athlete from Romania who was being forced into an automobile by two other men. In Chicago, Poland's Consul General Zygmunt Fabisiak said the same thing in effect. He resigned and appealed to the U.S. for asylum.

## Spectacle of the Roses

Eleanor Holm had sued Billy Rose for a separation, Billy had sued Eleanor for a divorce, and last week their strident squabbles had the small producer bouncing up and down like a Yo-yo. He was charged with criminal libel in California by Ben Bernie's widow, who accused him of



BILLY ROSE AND MT. KISCO SHACK

circulating a maid's affidavit describing wild parties allegedly staged by Mrs. Bernie, Eleanor Rose and another woman. All right, Rose replied ungallantly, if "the other side" wanted drama he would name Eleanor's lovers in court. All his "false and terrible charges," she retorted, were a pretense and the truth, as politely as she could put it, was that "his clenched fist on the dollar . . . is responsible for the impasse." (During the impasse she gets \$700 a week temporary alimony.) Billy handed out a heavily sarcastic confession: "She's absolutely right. Compared to me Scrooge was a philanthropist. Throughout our marriage we lived in a five-story town house on Beekman Place with only one lousy elevator. The furniture was secondhand stuff—designed by Chippendale and other 18th Century carpenters . . . the antique silver was once slobbered on by King George III . . . During the summer I made her rough it in a 30-room shack in Mt. Kisco. . . . I gave her \$12,000 a year for lunches, tips, candy and soda for five years. Then came inflation and I boosted it to \$17,000." From the way the Roses were preparing to go into divorce court, anyone would have thought they had an interest in the advance sale of seats.



# How would you put a glass of



**PAUL GALLICO** added to the distinction of his sports-writing career by his contributions to boxing as founder of the Golden Gloves tournaments. An outstanding war correspondent and satirical columnist, he has become equally successful as a novelist—*Trial by Terror*, revealing why accused spies "confess" behind the Iron Curtain, is his latest. The scene behind him is "The Great Fight" (Tom Hyer vs. Yankee Sullivan, 1849) by the pioneer lithographer James Baillie, which appeared in 1884 in the *New York Illustrated Times*.



# Ballantine Ale into words?

Here, Paul Gallico—novelist, columnist,  
patron of the manly art—has a try at it . . .

PAUL GALLICO

Hold your glass of Ballantine Ale up to  
the light and you will see what many a  
photographer has long ago noted - that  
this amber brew is as clear as fine  
champagne.

The difference is, here the bubbles are  
much less coarse than in champagne and  
the bouquet is of malt and hops. The  
flavor is honest and direct on the palate  
... its heartiness is satisfying as the  
feel of good earth in your hand in a  
happy garden on a sunny, summer afternoon.

You'll find that there's an integrity  
about Ballantine which, like friendship,  
should be treasured as a boon to man.

*Paul Gallico*

More people  
like it...

More people  
buy it...

than any  
other ale...

...by Four  
to One!

# BALLANTINE



Since 1840

# ALE

P. Ballantine & Sons, Newark, N.J.

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# Science reveals new ingredient for easy shaves

**Wonderful substance outdoes lanolin, makes beard softer, lubricates, protects skin—and is available now**

For years science has searched for a shaving preparation that would enhance the wetting action of soap and at the same time have a beneficial emollient effect on the skin—a characteristic not present in most shaving soap.

Chemists at The J. B. Williams Co. undertook extensive research into the problem. We asked ourselves this question: Would use of the free sterols present in "Extract of Lanolin" provide the improved shaving preparation we sought to make?

## Advantages of Extract of Lanolin

Even though present in comparatively small percentages, "Extract of Lanolin" can efficiently increase the water penetration of the shaving cream. Imparting moisture to the beard is, as dermatologists know, essential in wet shaving.

The free sterols of extract of lanolin can penetrate the waxy coating of the skin with great hydrophilic effect. This is because it is a natural product closely resembling the skin surface fat.

## How it works

"Extract of Lanolin" in shaving cream forms a film on the surface of each lather bubble and, due to its surface-active nature, tends to penetrate the pores and recesses of the skin—providing the following beneficial effects:

1. The beard becomes wet, easier to shave.
2. The rigid emollient film can act as a lubricant for the razor, helping to prevent abrasion, or "razor burn," by reducing friction to a minimum.
3. There is minimum tendency to leave the skin with less of the protective sterols than present before shaving. Natural protective skin-coating isn't "shaved away."

We then wanted to know how dermatologists themselves felt. 90% of the doctors surveyed approved the idea with enthusiasm.

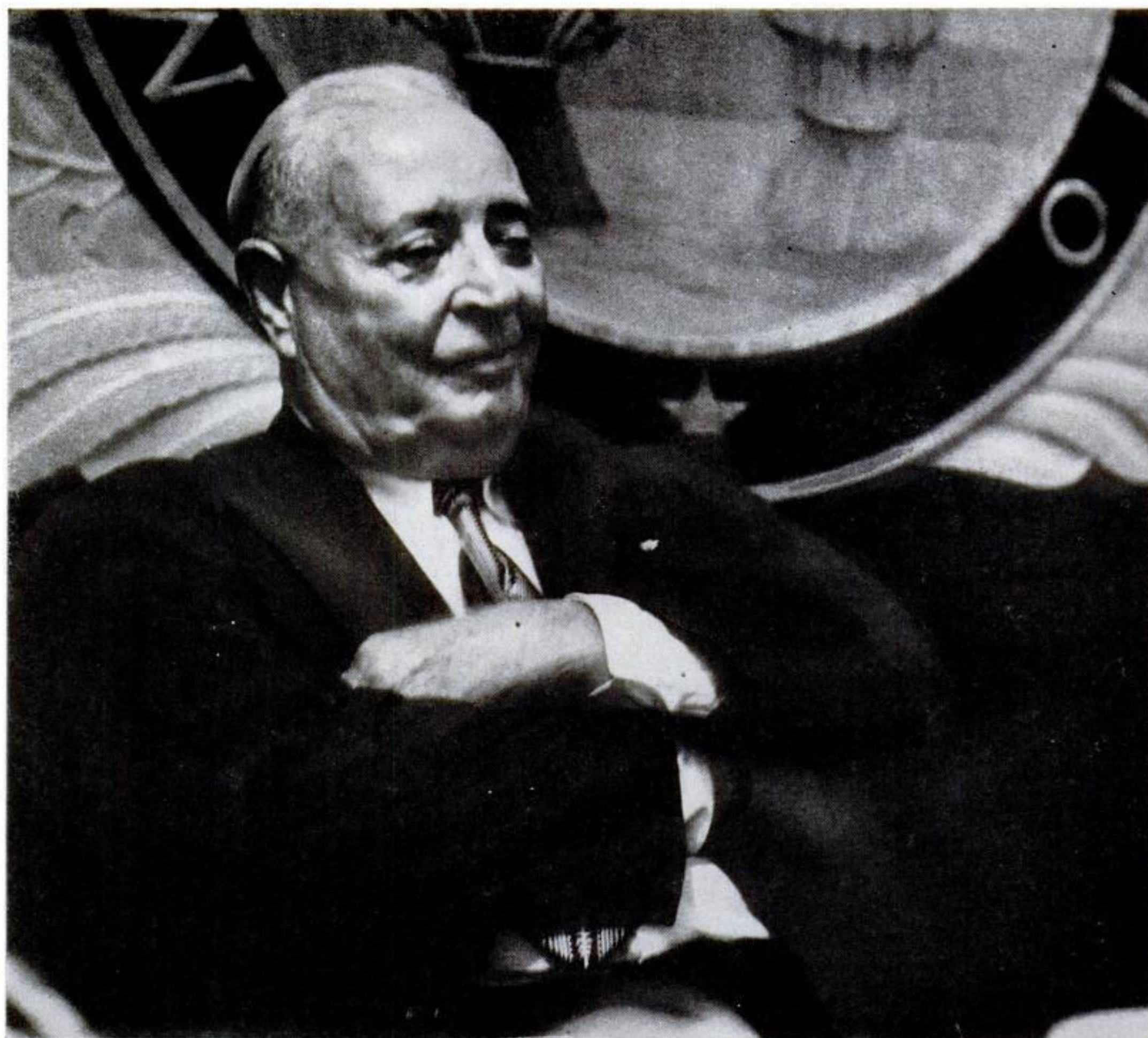
## Result: a superior product

As a result of our findings, and the approval of dermatologists, The J. B. Williams Company is now offering our Luxury Shaving Cream with "Extract of Lanolin."

We don't wish to make extravagant claims; but we do say that our shaving preparation, through qualities made possible with "Extract of Lanolin," will cut to a minimum the skin irritation due to shaving. This, we believe, should be of particular interest to you, as a man who wants better shaves.

We're so sure you'll become a steady user of Williams that we make you this FREE offer:

Send your name and address and get a free guest-size tube of Williams Luxury Shaving Cream with "Extract of Lanolin" . . . enough for three weeks' trial. For your free tube, write: **The J. B. Williams Co., Dept. LS-8, Glastonbury, Connecticut.** (Offer good only in U.S.A. and Canada.)



AT GIVEAWAY DINNER FOSTER FOLDS ARMS ACROSS CHEST DURING EULOGY AND LOOKS PROUD AND EMBARRASSED

# THE BIG GIVEAWAY

**At a 'bequest' dinner a rich inventor personally hands out \$3,879,680**

Last month Claud H. Foster, millionaire inventor of a musical automobile horn and an automobile shock absorber, invited 110 guests to a banquet to celebrate the final public event of his career. Prepared for the "surprise of your lives," and knowing that officials of 16 Cleveland charitable, service and educational institutions were present, the diners nevertheless suspected their twice-wed, 79-year-old host might be going to announce that he planned to marry again. But when the filet mignon dinner and speeches were over, Foster had the representatives of one institution after another called to the dais (p. 37). In the

largest welfare contribution ever made by a single living person in Cleveland's history, Foster calmly handed out a staggering \$3,879,680.

Foster, who made his fortune through the Gabriel horn (below) and the Gabriel snubber, had specified all of these grants to charity in his will. "But," he explained, "too many institutions get their money from dead men. I wanted to see them get it." The recipients were flabbergasted at the inventor's generosity. For Foster it was an exhausting experience. "I'm tired," he said. "You don't know how much work is involved in giving away all that money."



**TROMBONE JOB** in band in 1900 gave Foster idea for musical car horn to replace era's unreliable bulb horns.



**THE GABRIEL HORN** which netted Foster \$150,000 was operated by blowing car's exhaust through pipes.



**A HAPPY BLAST** is blown by Foster on his old trombone in his \$3,500 home shortly before giveaway dinner.

CONTINUED ON PAGE 37



# See why LUCKIES TASTE BETTER!



See for yourself why  
Luckies taste  
so **CLEAN** and **FRESH**  
and **MILD**!

**Strip the paper** from a Lucky by carefully tearing down the seam from end to end. Make sure it's from a newly opened pack and that you don't dig into or disturb the tobacco. Lay the cigarette down on a flat surface and gently lift out the tobacco. Then compare it with a cigarette made by any other manufacturer.



**You'll see** Lucky Strike doesn't fall apart, but remains a perfect cylinder of fresh, clean tobacco—round, firm, fully packed. And note how free Luckies are from air spaces or "hot spots" that smoke harsh and dry—from annoying loose ends. That's why Luckies always smoke smoothly, evenly—give you that fresh, mild, clean taste.



**You've seen** that Luckies are made better—to taste better. Now light up a Lucky. You can *taste* the difference! For Lucky Strike means *fine* tobacco—long strands of fresh, clean, good-tasting tobacco in the cigarette that's made better—to taste better! So, make your next carton—Lucky Strike! Be Happy—Go Lucky!

## Be Happy-Go LUCKY!

© A. T. Co.

PRODUCT OF *The American Tobacco Company*  
AMERICA'S LEADING MANUFACTURER OF CIGARETTES





Deliciously yours!

P.S. Hunt-for the best. See your grocer's ads  
and look in his store for the low price!

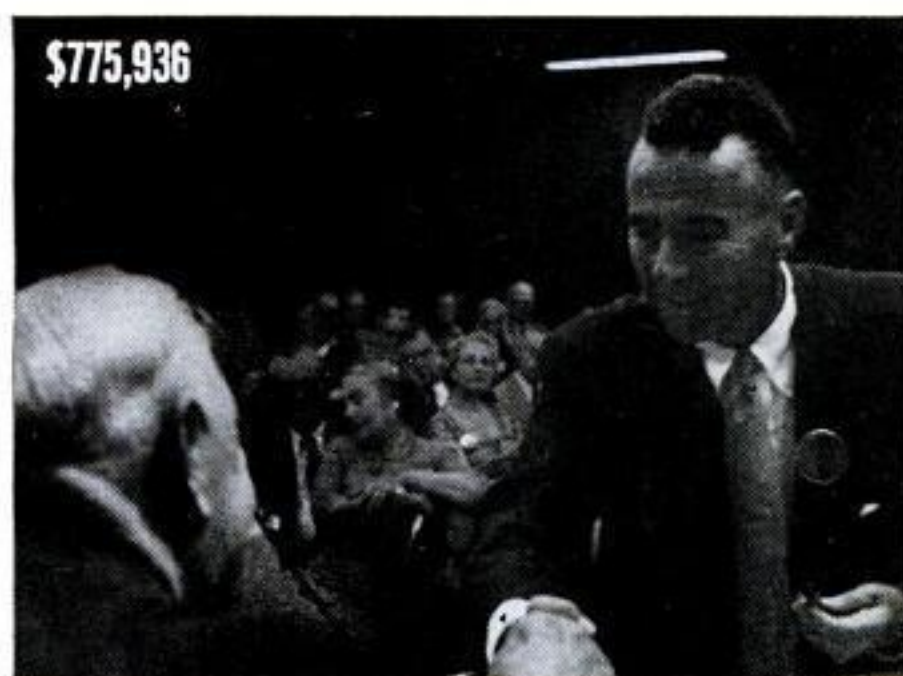


# FOSTER SURPRISES 15 MEN FROM 16 INSTITUTIONS IN CLEVELAND



\$431,075

ST. ALEXIS HOSPITAL, A CHILDREN'S VILLAGE



\$775,936

CLEVELAND'S UNIVERSITY HOSPITALS



\$258,645

MOUNT SINAI HOSPITAL



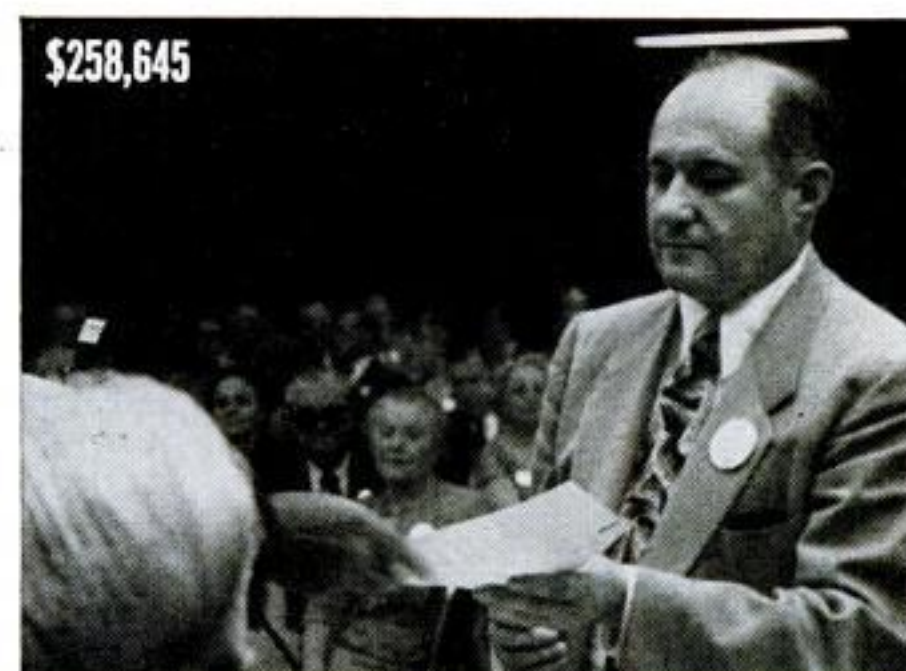
\$517,290

WESTERN RESERVE UNIVERSITY



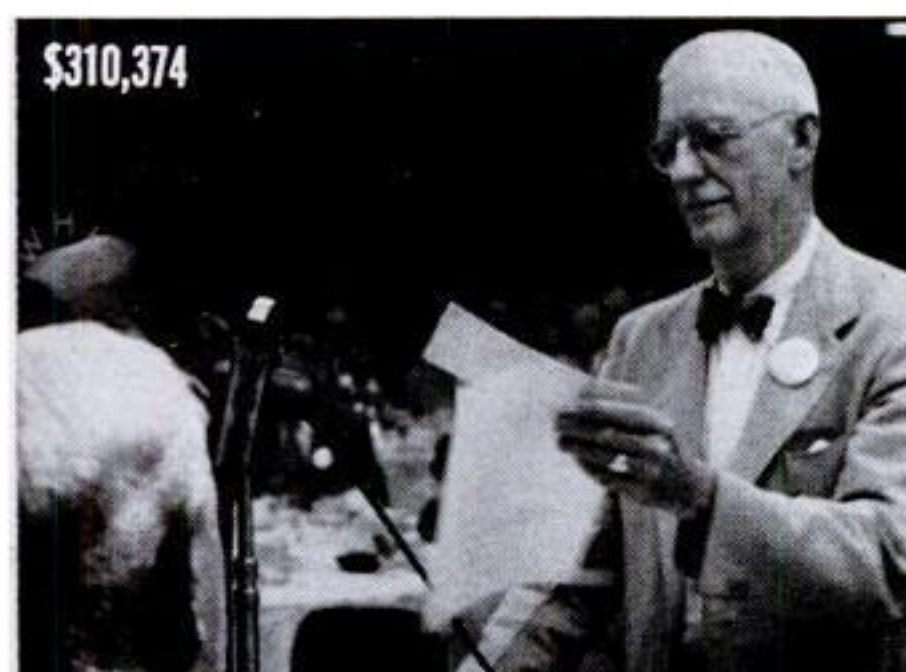
\$413,832

ST. LUKE'S HOSPITAL



\$258,645

ST. VINCENT'S CHARITY HOSPITAL



\$310,374

HURON ROAD HOSPITAL



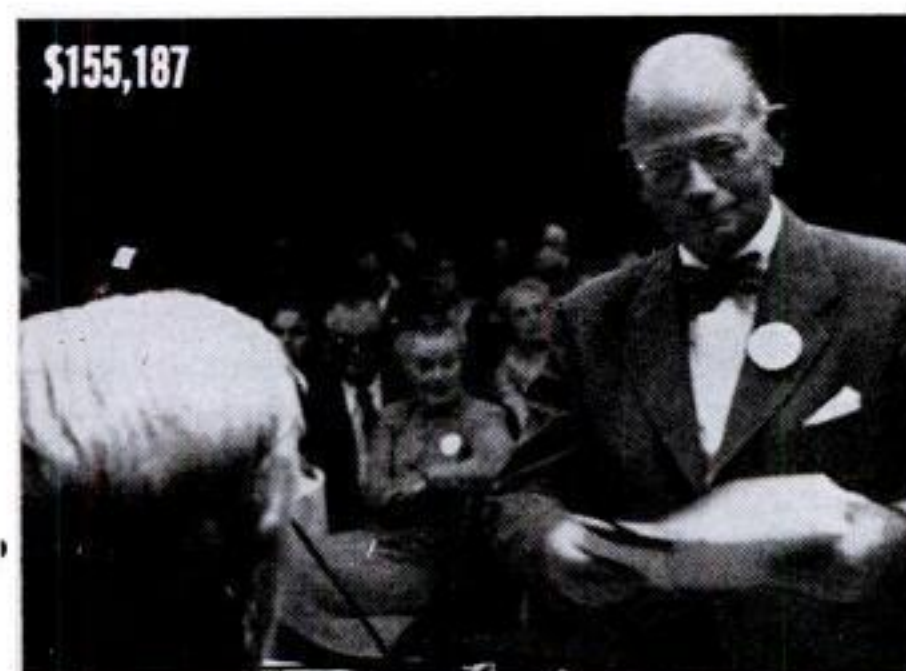
\$206,916

FAIRVIEW PARK HOSPITAL



\$155,187

EVANGELICAL DEACONESS HOSPITAL



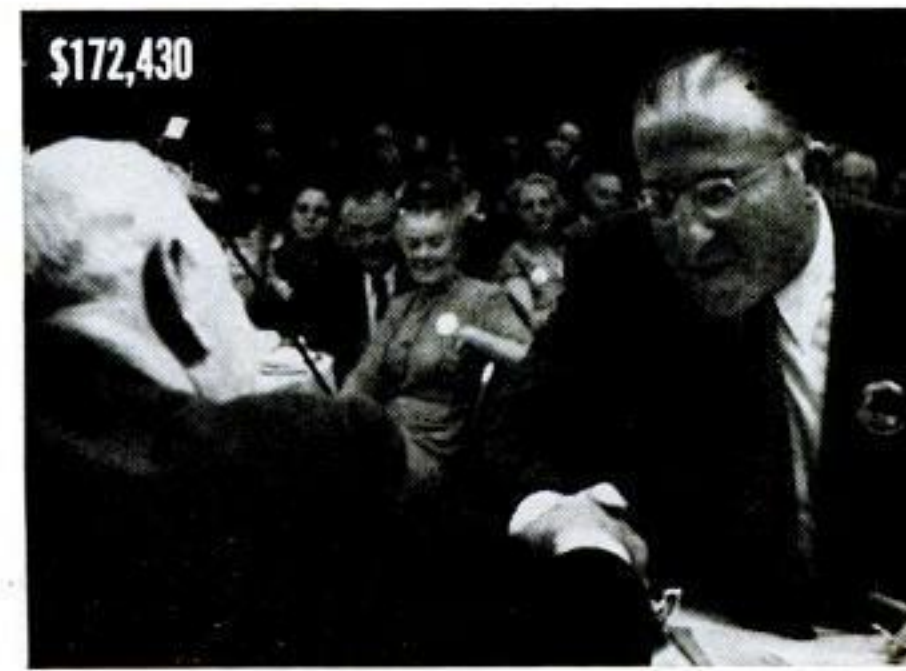
\$155,187

EUCLID-GLENVILLE HOSPITAL ASSOCIATION



\$51,729

GRACE HOSPITAL



\$172,430

BELLEFAIRE CHILDREN'S HOME



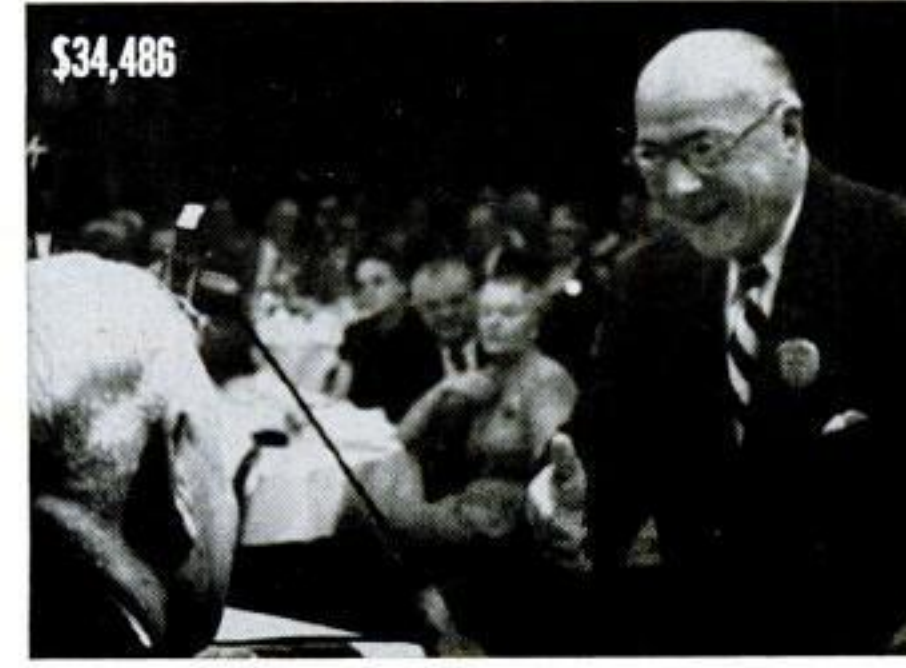
\$68,972

CLEVELAND PROTESTANT ORPHANAGE



\$68,972

CLEVELAND CHRISTIAN CHILDREN'S HOME



\$34,486

THE JONES HOME





Shown here, just 7 of the 15 Inspired  
International Sterling patterns  
you'll see at your silverware dealer's.

ALL PATTERNS MADE BY THE INTERNATIONAL SILVER CO., IN U.S.A. COPYRIGHT 1952, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.



## *The perfect way to treat your mother-in-law ...and yourself!*

HAVE you ever been thrown into a tizzy by a telegram? I was—the day I learned that Bob's parents were driving through town and planned to spend the night.

They'd never been to our house before—and I was terribly anxious to make a good impression. Right away, I planned the most wonderful dinner I could think of—and then I remembered our silver!

I just couldn't let Bob's mother see the set of "kitchenware silver" we'd been using—along with assorted bits of this and that.

Bob found me practically in tears. "But, honey," he said, when he heard my tale of misery, "we've always intended to have International Sterling—so why don't we start buying it now?"

And so the only problem, after all, was to choose a favorite among the fifteen lovely International patterns. (When I learned how reasonably priced it was—and that there was even an easy payment plan—I wondered why we hadn't started our set sooner!)

Dinner itself was a big success. We ate out on the porch ... candlelight dancing on our new sterling like moonlight over water.

But the nicest part of the evening was when Bob's mother turned to me and said, "You know, dear, I've had my International Sterling service for almost thirty years. I'm so glad that *you're* making it a family tradition!"

---

Today, International Sterling is one of the greatest values your dollar can buy. *Compared to other products, its price has risen scarcely at all.* You can still get a 6-piece place setting for as little as \$27.50, including Federal tax.

---

SEND for the illustrated booklet, "The Story Behind Sterling Patterns." It can be of real help in selecting *your* sterling pattern ... gives tips on correct table-setting, too. Send your name, address and 10¢ in coin to: The International Silver Co., Dept. 1408, 169 Colony St., Meriden, Conn.

## *International Sterling*

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!





# New! COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

## Now! The Full Benefits of a Chlorophyll\* Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

### How Colgate Makes Chlorophyll Work For You!

Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (*water-soluble chlorophyllins*)—before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the *finest chlorophyll toothpaste* the world's largest maker of quality dentifrices can produce!

### COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you *double your money back, plus postage!* Colgate-Palmolive-Peet Company, 105 Hudson Street, Jersey City 2, N. J.



\*Contains water-soluble chlorophyllins.

GIANT SIZE 69¢  
LARGE SIZE 43¢

### Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



### Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.

Tested And  
Guaranteed by **COLGATE!**



EISENHOWER WALKS THROUGH LOBBY WITH HIS NEW BACKER, DIRKSEN

## THE PRODIGALS RETURN

### Two Illinois senators find that all is forgiven

As the 1952 presidential campaign moved into August's political doldrums, some of the hard feelings generated at the conventions began to subside in the interest of political practicality. Candidate Dwight Eisenhower, just back from a paintbrush vacation in the Colorado mountains (*opposite page*), was greeted at his Denver headquarters by Everett Dirksen, the acid-tongued senator from Illinois. Only a few weeks earlier Dirksen had infuriated the Ike forces by attacking Thomas Dewey at the convention. Now, finding himself "without animus or bile," Dirksen was set to stump for Ike and to be a member of the general's strategy board. Meanwhile, near his headquarters in Springfield, Ill., Ike's opposite number also welcomed a fierce ex-opponent. There the camera caught Candidate Adlai Stevenson (*below*) lunching cheerfully with the other Illinois senator, Paul Douglas, who had led the stop-Stevenson attack back in the forgotten days of July.



STEVENSON LUNCHESS ALFRESCO WITH HIS NEW CAMPAIGNER, DOUGLAS





TAKING A BREATHER FROM POLITICAL PROBLEMS, CANDIDATE EISENHOWER PUTS HIS BRUSH TO HILLSIDE IN HIS PAINTING OF THE COLORADO LANDSCAPE





LORD ELGIN ASHLEY. *Arabic numeral-markers spell ultra-smartness. 21 jewels. \$71.50*

LADY ELGIN DAWN. *Exquisite case carries out loveliness in heart-to-heart fashion. \$71.50*

GAYLORD. *Scroll-like smartness of numbers stands out in this 17-jewel Elgin DeLuxe. \$65.00*

LAUREL. *Square case and square expansion bracelet capture petite look. 17-jewel DeLuxe. \$65.00*

BELVIDERE. *Note how modern case design frames clean-cut face. Expansion band. \$47.50*

JOY. *Case and expansion bracelet have a made-for-each-other look she will love. \$39.75*

## Smartest time for school— with the heart that never breaks

THIS YEAR you can be sure the watch you give to your boy or girl is the smartest time for school.

For Elgin has taken the *guessing* out of *giving*. Students in colleges, prep schools and high schools all over the country were asked to select the watch features and styles they like best.

The seven beautiful Elgin Watches you see on this page are the result of that survey. They have all the features, the smart styling young persons appreciate most. You know there's no finer, more practical gift for a school-bound son or daughter.

And Elgin with all its young-in-heart smart styling is the only watch in the world with the heart that never breaks . . . the DuraPower Mainspring *guaranteed* to never break.

It will never rust or lose its power. It keeps an Elgin superbly accurate *year after year after year*.

Your jeweler is now showing Elgin's newest youth-approved watches—the most exciting in 88 years. See him and choose the smartest time for school—the Elgin your son or daughter wants. Elgin National Watch Company, Elgin, Illinois.



Every new Elgin, and only Elgin, has the heart that never breaks . . . the guaranteed DuraPower Mainspring.

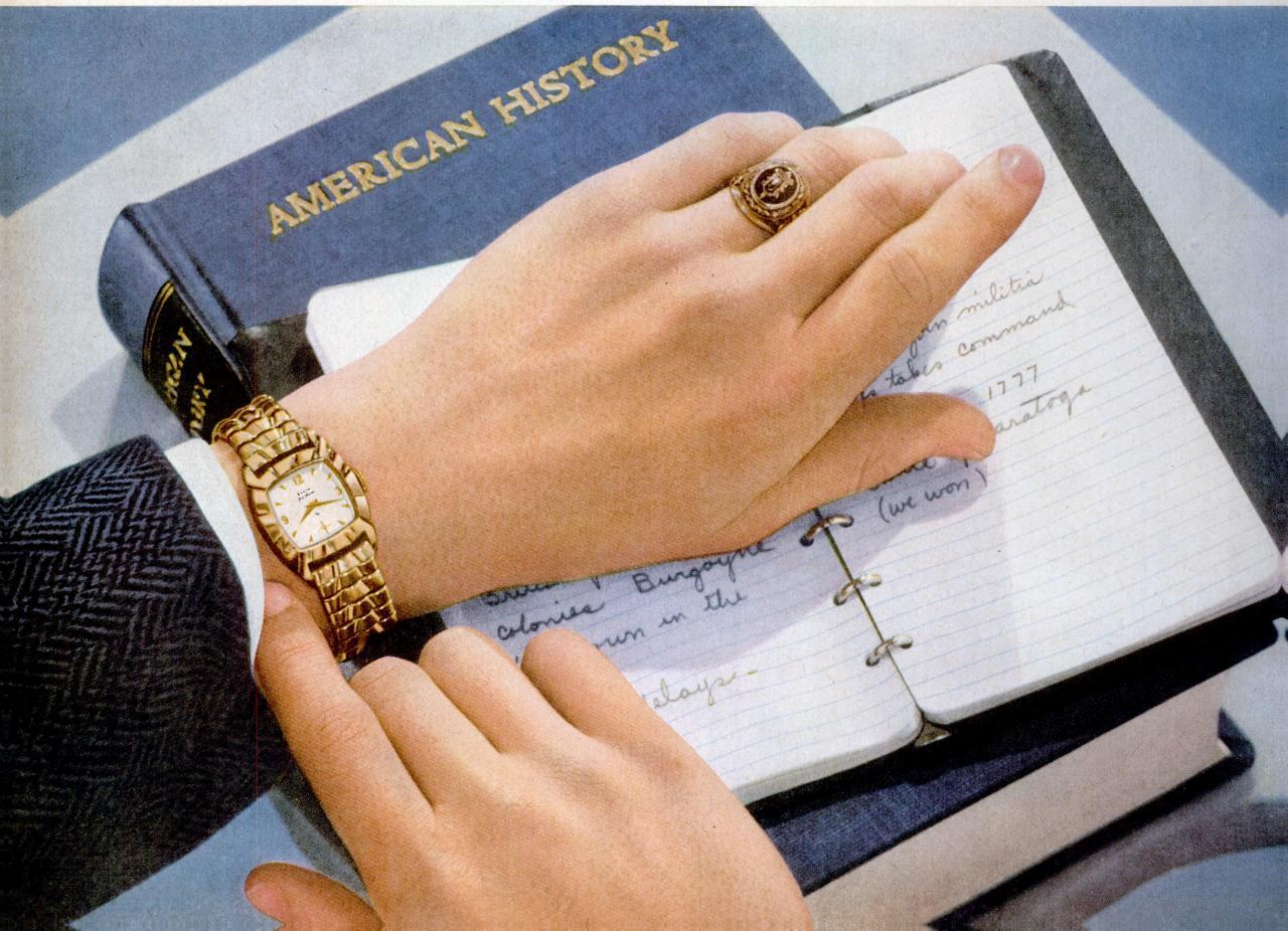
# ELGIN

## WATCHES

The Beautiful Way to Tell Time

HOLBROOK *In this strikingly handsome Elgin DeLuxe, terraced ridges trace a sparkling outline around the clean-cut modern dial. Matching expansion band carries out the smart man-about-school look. 17 jewels. \$62.50*

All prices include Federal Tax and are subject to change without notice.







BERT EASLEY HAS HAD HIS OWN ANGLE ON THE ART OF CIGARET SMOKING FOR THE LAST 29 YEARS. HE PICKED UP THE TRICK FROM AN OLDTIME CLOWN

## MAGIC ANGLES

Long Beach is host to leaners, hypnotizers and guillotiners

The citizens of Long Beach, Calif. could see magic being performed at every angle last month, from the 45-degree one assumed by the smoker above to the stiff 180-degree flatness of his hypnotized son (*next page*). Occasion was a meeting of the amateurs and professionals of the Pacific Coast Association of Magicians, which includes a bewildering caucus of prestidigitators, escape artists and Hindu rope

climbers. A traditional thrill was provided by a device called the French guillotine which gave a realistic impression of cutting off a girl's leg. A more pleasant novelty was a simultaneous convention of "magigals" or lady magicians of America (*p. 46*), a determined group out to break the virtual male monopoly on magic which has lasted since Moses and Aaron locked rods with the sorcerers of old King Pharaoh.





**TINSEL THREADED WOOL** makes whirling Sacony skirt to wear entertaining at home, or out dancing. 17.95



**RODEO BRAID** trims hip pockets and emphasizes slight flare of Sacony skirt in masterblended flecked wool. 14.95



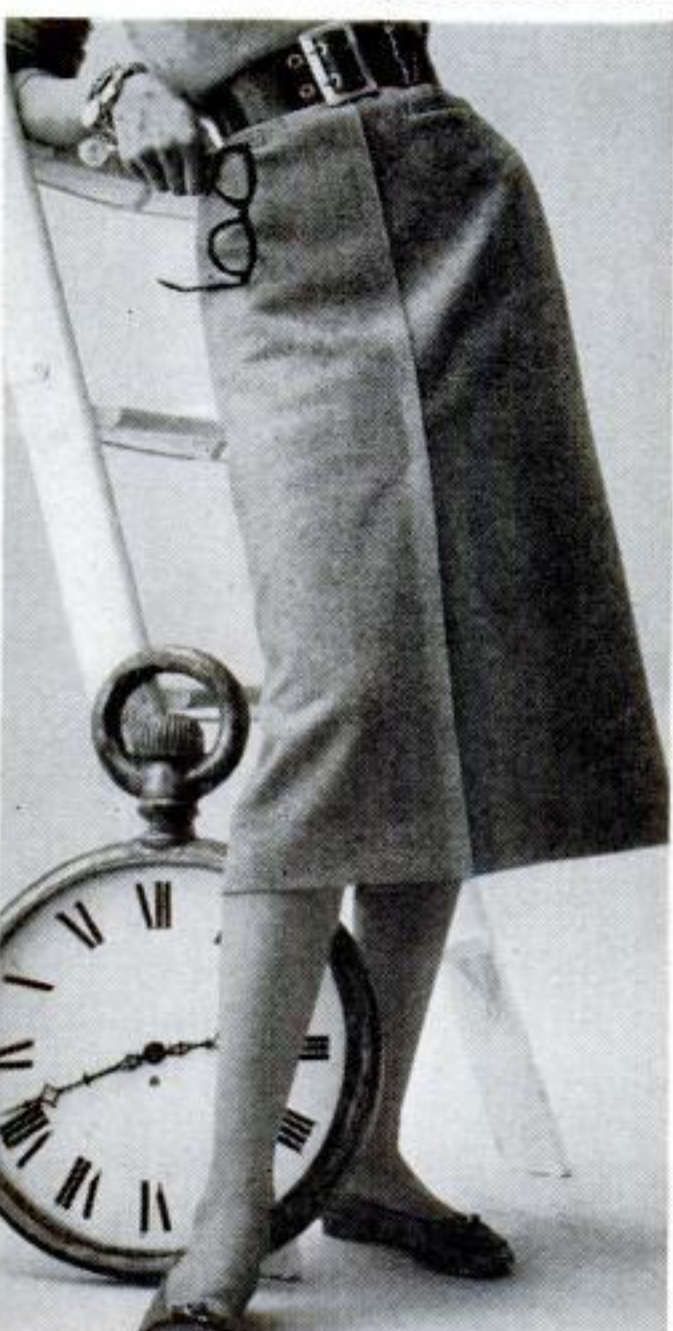
**RIBBED KNIT POCKETS** give new peg-top look to this Sacony skirt in masterblended flecked wool. 14.95



**DANDY'S SKIRT** by Sacony in charcoal striped grey wool flannel is neat and narrow as walking trousers. 10.95



**UNPRESSED PLEATS** in front give soft, somewhat dressy look to this Sacony skirt in wool flannel. 10.95



**PURE WOOL FLANNEL** skirt with stitched front, high-up pockets, new narrow look. Sizes 10 to 18, 10.95.



**FREE-WHEELING SKIRT** in lightweight tweed has mammoth overplaid, one half-circle pocket. 14.95. This and all other Sacony skirts come in sizes 10 to 18.

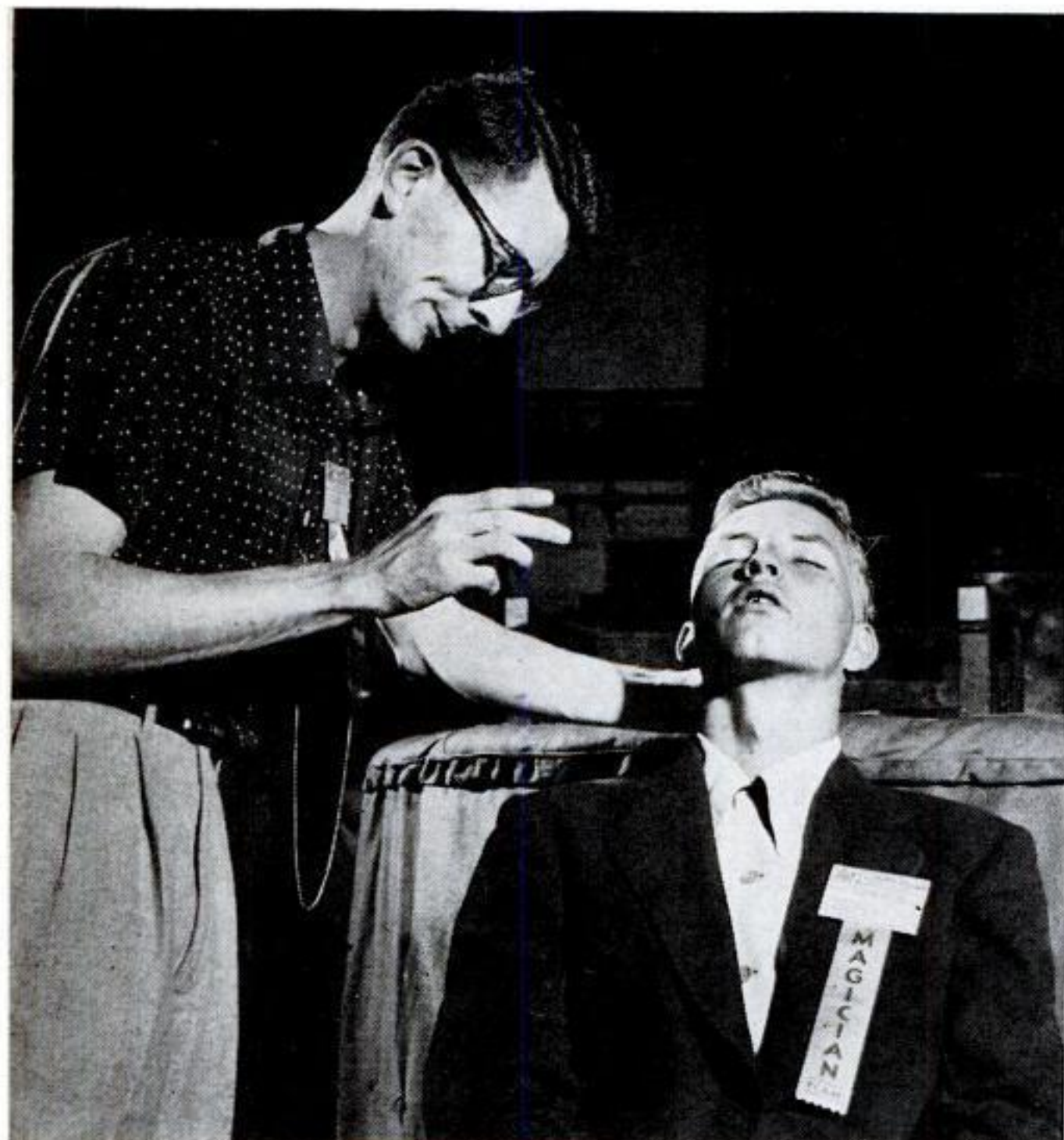
## SKIRT BOOM

### Sacony skirts answer big demand

Not so long ago, a separate skirt was something bought principally by a college girl who then proceeded to hide it under a bunched sweater, or the flapping tails of her father's cast-off shirt. This season Sacony, leading maker of separate skirts (as well as suits, dresses and children's wear) estimates that few well-dressed women will get by without at least one skirt, many will go to three or four. There are sound economic reasons behind this boom in skirts. A well-made skirt, like the Sacony skirts shown here, can be had in any number of handsome fabrics for as little as 10.95. Carefully chosen, one new skirt can be worn with shirts or sequins, can go to market or to theatre. And three or four skirts, plus a variety of tops, give a woman an unlimited wardrobe at fractional cost. Women of all ages who *like* this new, young, flexible way of dressing are invited to write Sacony (College Point 56, Long Island, N. Y.) for names of stores where Sacony skirts can be bought. For a look at some of the Sacony blouses that go with these skirts, see next page.

ADVERTISEMENT: copyrighted by Sacony





**HYPNOTIC SPELL** is cast by Byrne L. Perkins on young Herbert Easley, who is getting lessons in magic arts from his father Bert (previous page).



**HYPNOTIC EFFECT** of Perkins' words is to transform Herbert's body into rigid bar lying motionless between the two chairs on which it is propped.



**HYPNOTIC PROOF** of Perkins' power is produced by 142-pound boy sitting on 125-pound Herbert's belly. Herbert held firm until Perkins woke him.

CONTINUED ON NEXT PAGE

# SACONY BLOUSES TOP SKIRTS

Each of these blouses is shown with a different Sacony skirt. All could be worn with any *one* skirt for endless variety. Write Sacony (College Point 56, Long Island, New York) for names of stores that carry them.



**BRASHLY STRIPED** sleeves on Sacony shirt in masterblended wool jersey. Can be washed. Sizes 10-18, 10.95



**RIBBED NECKLINE** that can be worn on or off shoulders. Sacony washable wool knit pullover, sizes 10 to 18, 8.95



**DIAGONALLY STRIPED** wool jersey blouse is Sacony masterpiece of cut and simple design. Sizes 10 to 18, 10.95



**FULL-FASHIONED COLLAR** and cuffs make Sacony striped knit look like import. Washable. Sizes 10 to 18, 10.95



**SACONY WOOL JERSEY** pullover can be worn outside skirt for new middy look. Washable. Sizes 10-18, 8.95



**TINY GILT BEE** embroidered on Sacony blouse in washable masterblended wool jersey. Sizes 10-18, 10.95

ADVERTISEMENT: copyrighted by Sacony



# Advice to Ford Owners

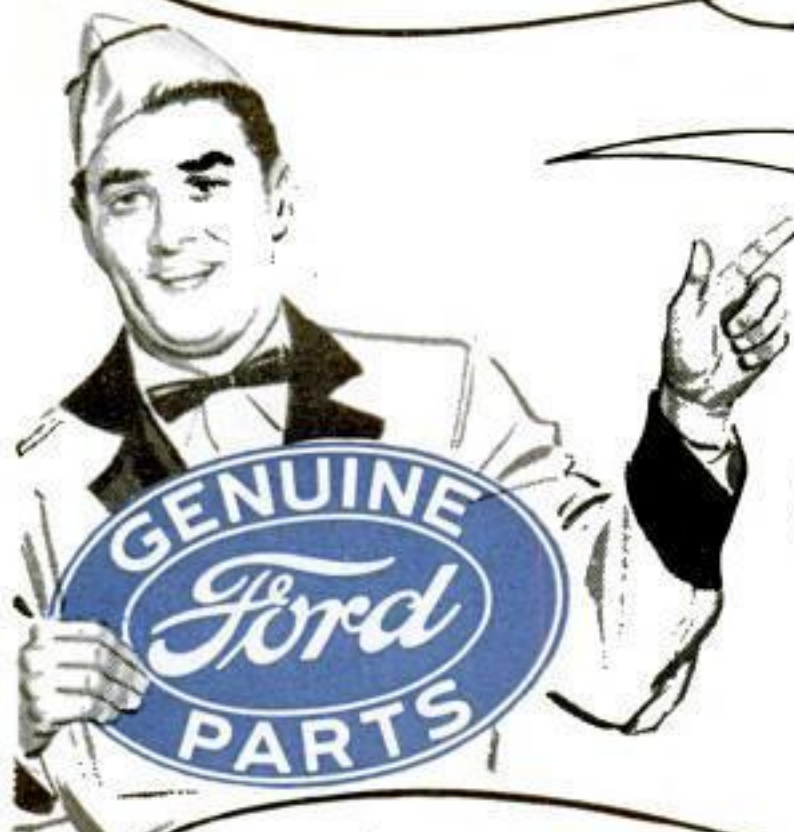


WHEN YOUR FORD  
NEEDS SERVICE...  
**SPECIFY** THAT REPLACEMENT  
PARTS ARE **GENUINE  
FORD PARTS.**

THIS CERTAINLY MAKES  
GOOD SENSE BECAUSE  
WHEN **GENUINE FORD  
PARTS** ARE USED, YOU GET  
EXACTLY THE SAME QUALITY  
PARTS AS WERE USED TO BUILD  
YOUR FORD ORIGINALLY.



YES SIR! THEY'RE  
THE PARTS MADE  
EXPRESSLY FOR **YOUR  
FORD.** THEY'RE MADE  
RIGHT TO FIT RIGHT  
TO LAST LONGER!



WHAT'S EQUALLY  
IMPORTANT... GENUINE FORD  
PARTS ARE TRACK TESTED IN  
ACTUAL ROAD DRIVING SERVICE...  
THEY'RE **QUALITY PROVED**  
BEFORE THEY EARN THE RIGHT  
TO WEAR THIS BLUE LABEL OF  
DISTINCTION.



## P.S. to the thrifty

You'll save money, time and trouble by specifying  
Genuine Ford Parts. To be sure of getting them,  
always take your car for service to your Ford Dealer or to  
any of the selected independent garages that display this sign.



**LET'S GET  
ACQUAINTED**



## Magic Angles CONTINUED



**MAGICAL** Gerrie Larsen lets  
Don Slater stuff two handker-  
chiefs into her bosom (above).  
When he pulls them out—ab-  
racadabra!—they have become  
an outsize brassiere (right).



**MAGIGUY** Slater lets Larsen  
get her revenge by stuffing two  
handkerchiefs into his pants  
(above) and retrieving them  
(right) in the form of a pair  
of brightly polka-dotted shorts.





**Kodak**  
TRADE-MARK

A gay outing —  
what a time for a camera!

## Snapshots save your happiness for a rainy day

Today, tomorrow, or years from now, those snapshots will turn on the sun in your heart.

Beach, park or country—with family or sweetheart—pictures remember each happy hour.

In all your good times, you'll be glad you took your camera and extra Kodak Film.

Eastman Kodak Company, Rochester 4, N. Y.

Send a snapshot with every letter

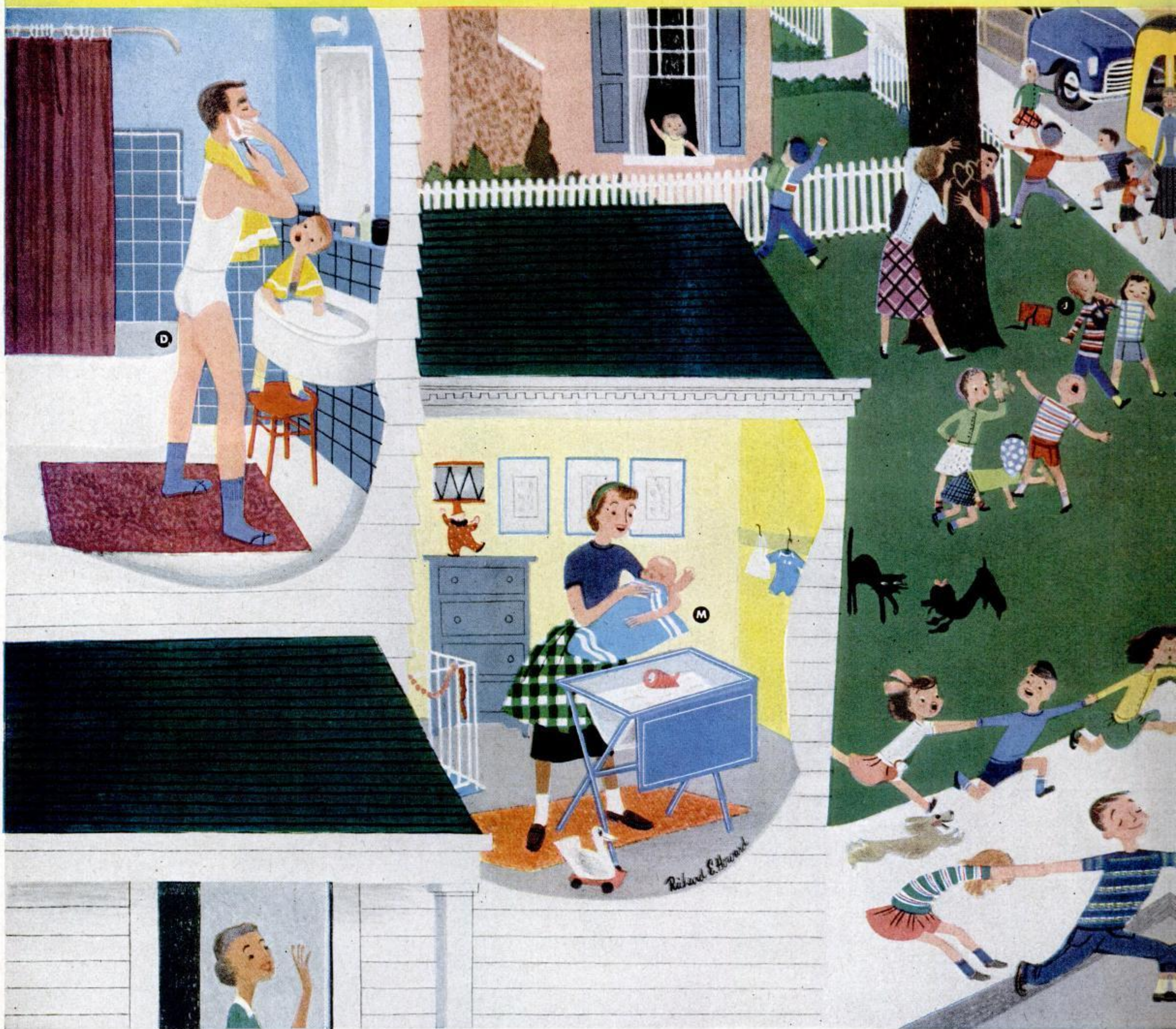


At your dealer's—dependable Kodak and Brownie cameras for indoor and outdoor snapshots.

For black-and-white snapshots, Kodak Verichrome Film. For full-color snapshots, Kodacolor Film.



# Durene<sup>\*</sup> RINGS THE BELL FOR SCHOOL



## DO YOU KNOW YOUR ALPHABET?

**D** is for Dad and the label Durene—the label that means longer wear in his briefs, socks, undershirts. Many fine makers put this label on quality knits to identify a choice, top-quality mercerized cotton yarn. Not only is this yarn Quality-Controlled... even the garments in which it's used must be able to pass workmanship and performance tests!

**M** is for Mother who wants More for her Money. Gets it, when she spies Durene-labeled baby clothes... creamy-textured, lastingly lustrous, dream-easy to wash.

**J** is for Junior and Just-perfect shape. His (and his sister's) Durene-labeled polo shirts resist sagging, shrinking, stretching—stay trim and new-looking.

**GET THE EXTRA ADVANTAGES OF COTTON KNITS MADE OF DURENE YARN!**





®TRADE-MARK REG. U. S. PAT. OFF. FOR MERCERIZED COTTON YARN THAT MEETS DURENE QUALITY STANDARDS.

**T** is for **Tomboy**, Tough on clothes. Mother says her things made of Durene mercerized cotton yarn last astonishingly longer, keep replacement costs way down.

**S** is for **Safety** and Super-absorbency. Durene yarn not only absorbs moisture faster, but *evaporates* it faster . . . makes any and every garment more healthful, more comfortable.

**B** is for **Big sister**, Bent on Beauty. Loves cotton knits made of Durene yarn for their extra-fresh colors, lasting fit, and soft pretty lustre that won't wash out.

**LOOK FOR THIS GREAT LABEL AT STORES FROM COAST TO COAST.**







**WALLED CITY** of Ávila, founded by Romans, was often prize in wars between the Christians and Moors. In 1090 A.D., Alfonso VI, a Christian king, rebuilt the



# SPAIN

## American tourists rediscover

Adventurous outriders ahead of the army of American tourists invading Europe this year suddenly became aware that, almost without knowing it, they have made a conquest and reopened a fabulous lode of tourist treasure behind the barred doors and battlements of old Spain.

After 1936 the borders of Spain were virtually barred, first by the civil war and later by exasperating skeins of red tape and a suspicious hostility toward foreigners who disliked the Franco government. A change began about the time the West, thinking of the needs of Europe's defense, began to make up to Franco while he in turn recognized the tourist dollar as a very sound coin. Gradually the red tape was unwound. Currency exchange was altered in the tourist's favor (now 39 pesetas to \$1) and the zealous *policía* quit regarding the tourist's camera with suspicions.

**IRON GRILL** bars patio in Seville on Juderia street, which was ghetto during 13th and 14th Century persecution of Jews.





walls, ringing town with 88 towers whose battlements, dominated by fortresslike cathedral (center), still command a strategic pass through Spain's mountains.

PHOTOGRAPHED FOR LIFE BY  
DMITRI KESSEL

## treasure of color and history

Finally last February Spain invited Americans to come without visas.

Formidable physical discomforts still remain. But this year perhaps 80,000 Americans, having dared slow Spanish trains, overcrowded buses, perilous secondary roads and the scarcity of hotel space, are coming home telling next year's tourists of a land unique in its harsh beauty. In a country where people remain deeply religious, they have shared the rich and pious pageantry passed on alive by history. And they have explored the proud relics forged by a civilization that first grew to greatness when the Romans ruled Hispania, became Christian under the Visigoth kings, fell under Moorish domination for 700 years, and at last reached its golden age when Ferdinand and Isabella restored Christianity and brought the riches of the new world back for the glory of Spain (*following pages*).

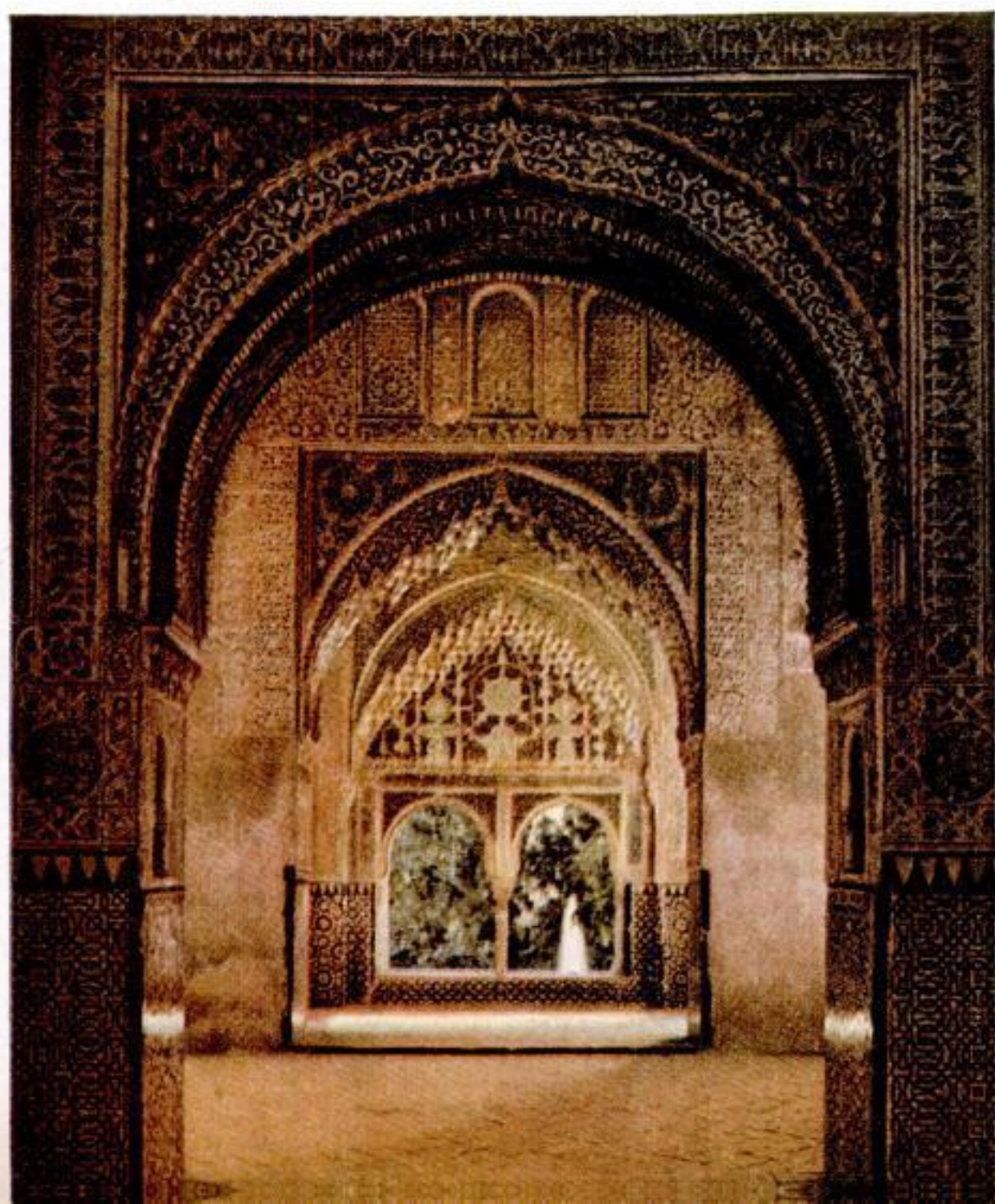
**BARRED CRYPT** in Granada guards coffins of Ferdinand and Isabella, their daughter Joanna the Mad, her husband Philip.







**THE ALHAMBRA**, seat of the Moorish kings of Granada, was begun in 1248 by the great Moslem warrior Al Hamar and lost by last Caliph Boabdil, who wept when Christians took it in 1492. Church and 16th Century palace of Charles V (*background*) rise over original Moorish buildings.



**HAREM QUARTERS** of Sultan's favorite in Alhambra were reached by the door into room called "Eyes of the House of Sultana." Of the Moors' painted stucco work an earlier American tourist, Washington Irving, wrote 100 years ago, "It is light and lofty, exquisitely graceful."



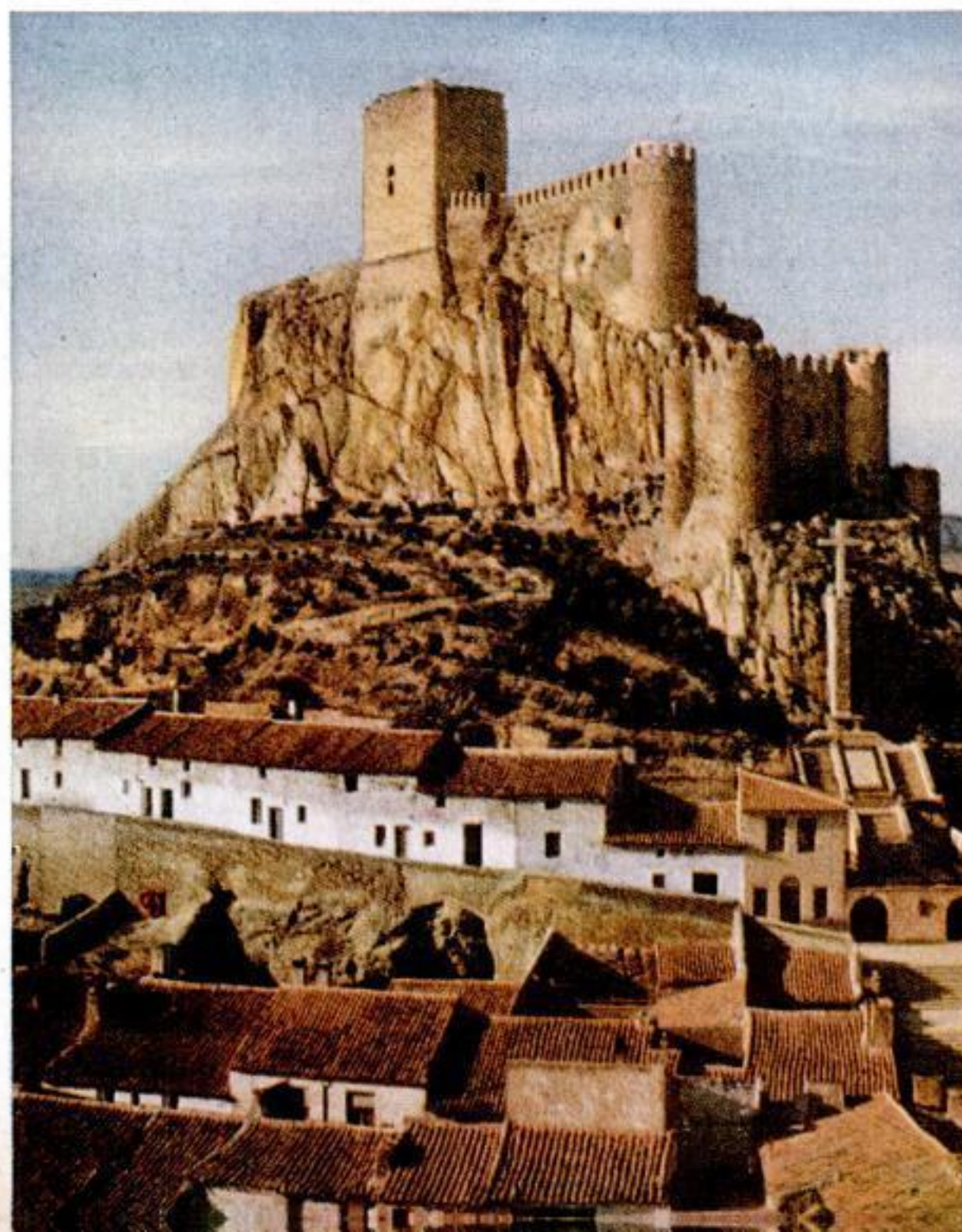
**ROYAL GARDEN** in Madrid became public park after last Spanish king, Alfonso XIII, fled in 1931,





**MARCHENILLA CASTLE** was begun as a landmark tower by Alfonso X, the scholar king of 13th Century Castile. Rest of castle was built in 14th Century, rebuilt in 15th, then let fall to ruined shell which stands in field of bright poppies on the road from Seville to Granada.

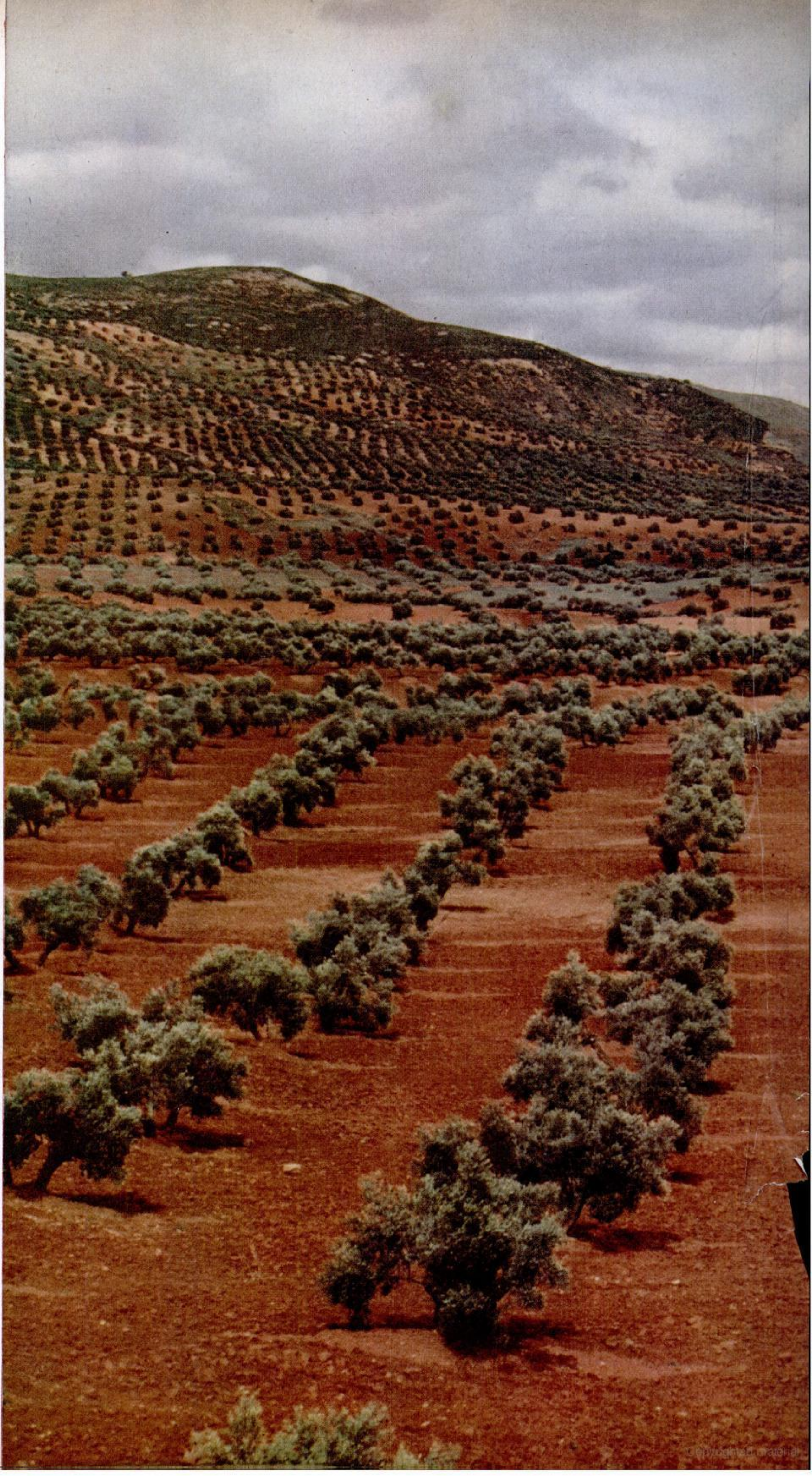
**LOFTY ALMANSA** has served many warlords. Built by Arabs, it was later held by religious-military Templars until early 14th Century, in 15th had tower added. Philip V won important battle here in War of Spanish Succession in 1707. Cross at right honors dead of 1936 civil war.



was landscaped after civil war. Formal plantings stand on site of stables of the old Castilian kings.



**OLIVE GROVES** march over the sultry red hills of southern Spain. Their fruit is harvested in January and the crop, a staple of Spanish diet, is so important that the failures of recent years spread misery throughout countryside, plunging peasants into poverty and sending the scanty supplies of olive oil into the black market. This year's crop yielded the richest flow of "liquid gold" oil in many seasons and brought such prosperity that young lovers, who had waited years for better times, were finally able to get married.











**MACARENA VIRGIN** of Seville stands amid flowers and candles, richly arrayed for the Holy Week processions of penitence in which Spaniards express their fervent piety. She wears her own jewels and golden crown together with

other gems (total value: \$4.8 million) lent by members of a Sevillian brotherhood who celebrate her as their patron saint. This Christian image was carved in the 17th Century and bears a name handed down to her from an Arab princess.



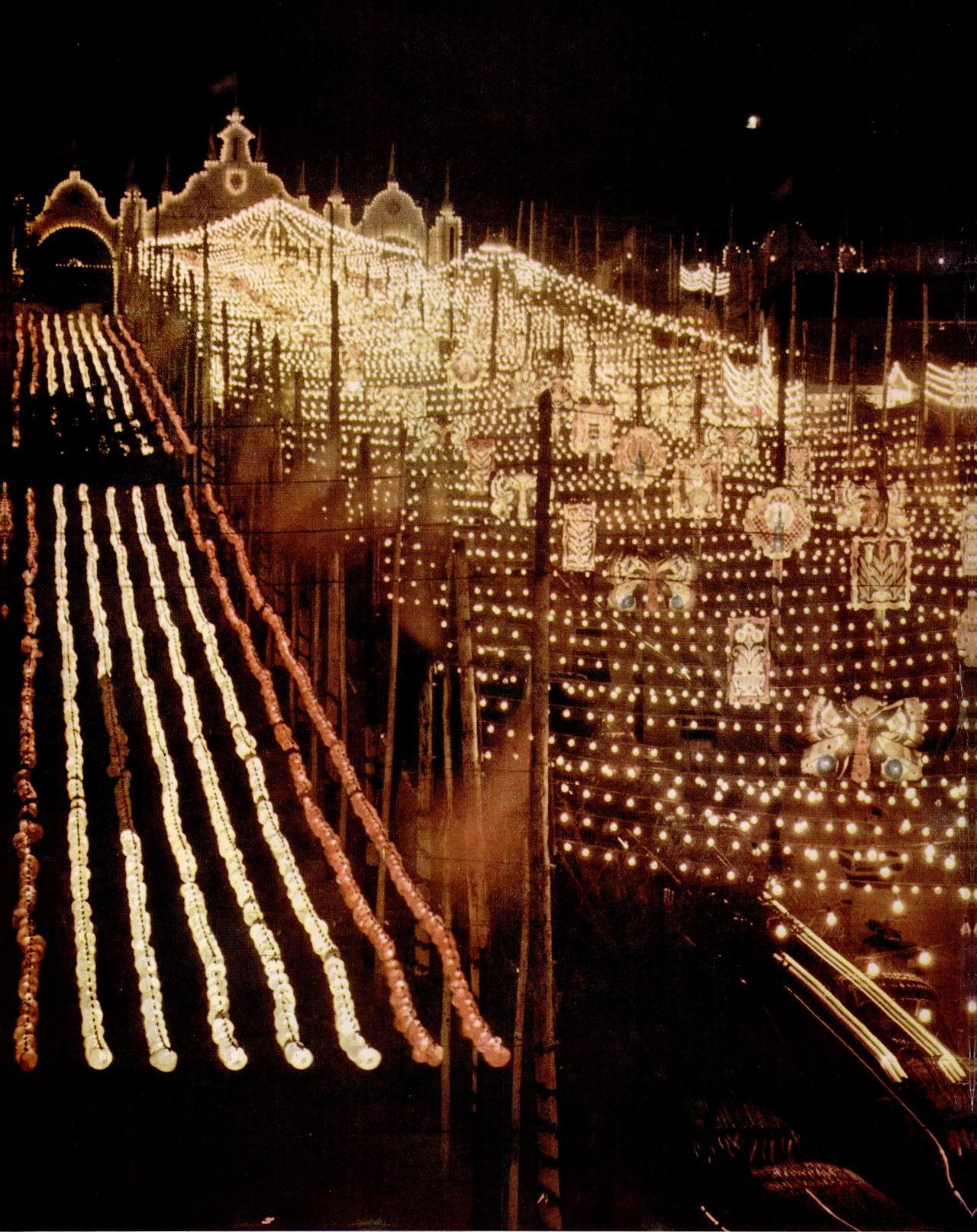


**THE VIRGIN'S MANTLE**, seen from back of holy image, is draped over wire frame and falls in heavy folds of brocade, nearly filling carved silver palanquin. Device above canopy is coat of arms of brotherhood surmounted by royal crown

of Spain. The image stands 6 feet tall and, with her splendid trappings, weighs 4,400 pounds. To carry her on 10-hour procession through the streets of Seville 48 strong laborers march beneath float, hidden by embroidered lower flounces.

CONTINUED ON NEXT PAGE









SPAIN CONTINUED



**FIESTA FINERY** of bright gypsy flounces is worn by a red-haired señorita as she parades her yellow-wheeled carriage during noontime promenade of Seville's fair. At the right are the open pavilions where the fairgoers drink, eat and dance.

## SEVILLE'S CARNIVAL SETS NIGHT AGLOW

The brilliant color which fascinates the tourist in Spain nowhere glows more vividly than in the annual *Feria* of Seville. The fair is at its gaudy best in two periods of each day: the first near noon when the city's handsomest señoritas, gay in the costumes of another century, promenade the fairgrounds regally mounted on mule-drawn carriages; the second begins at sunset, after the siesta has drowsed to its lazy end, when the lights blaze up over the midway on the Prado de San Sebastián.

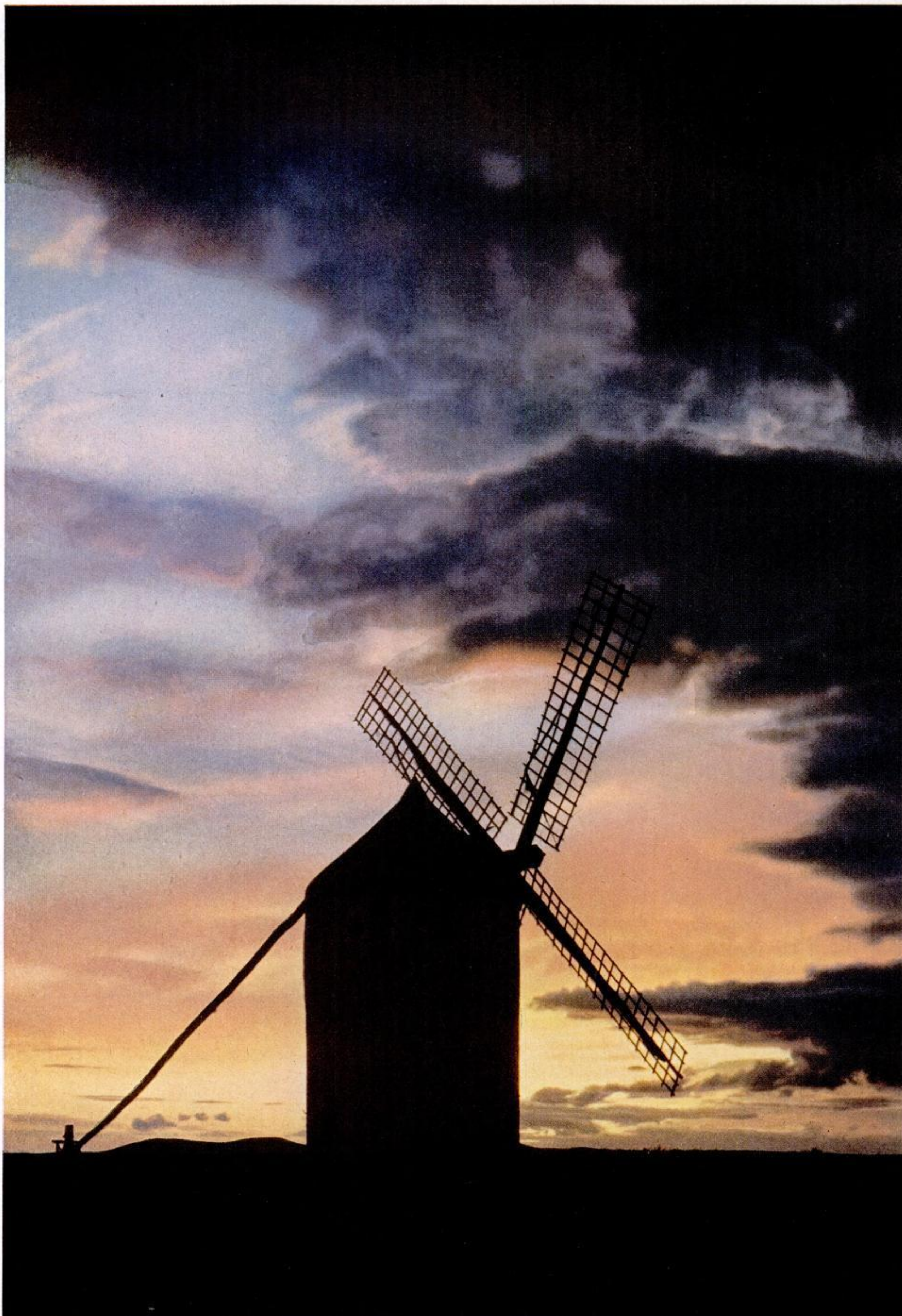
In some ways, with the cheerful uproar of merry-go-rounds, calliopes and sideshow barkers, with stands selling cotton candy and *langostinas* (crayfish) like hotdogs, the *Feria* resembles every carnival in the world. But in other ways it is purely Spanish for, late at night, the throng separates into the *casetas* (rented pavilions) in rows on either side of the midway. Thereafter, all night long to the music of guitar and castanet, merrymakers stamp and sway in sensuous Spanish dances, the *flamenco* and *seguidilla*. This gaiety lives as the formalized product of a Spanish tradition forged by many races. Castanets, of Asiatic origin, probably were brought to Spain by its earliest invaders. The gypsy dances and music may have come from the Moors—or even from as far away as India.

Spain's centuries of many-faceted history have handed down still other, more somber survivals which are still working usefully or still being worshiped as an everyday part of the life of Spain today (*next pages*).

**FLAMBOYANT FERIA**, once a cattle show, is held under glittering rows of lights, festoons of paper lanterns and fanciful butterfly decorations. The structures rising in the background are illuminated facades over the fairground gates.

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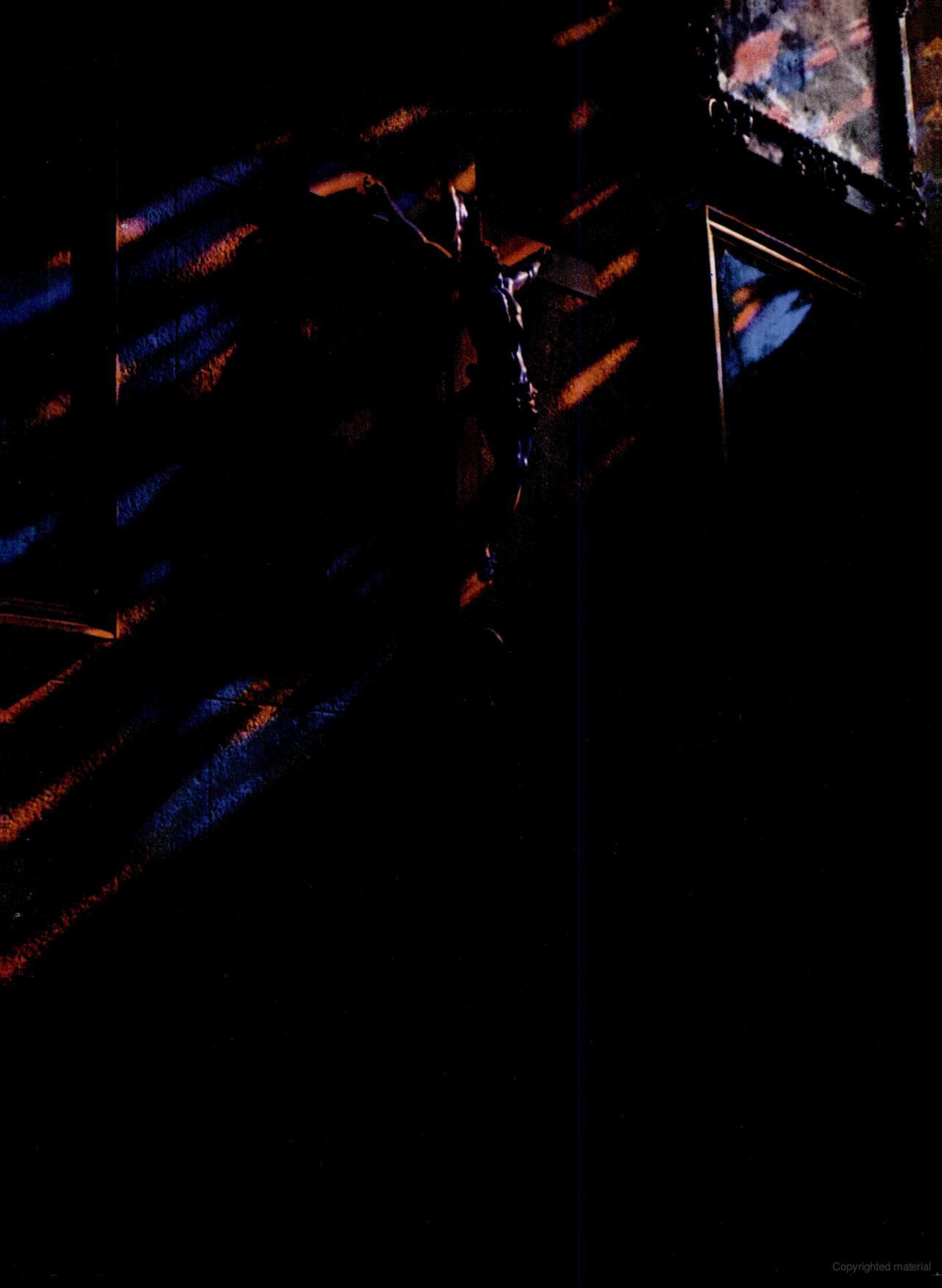




**ANCIENT WINDMILL**, built in the 16th Century and still grinding wheat, reaches into La Mancha sunset. Cervantes' deluded knight, Don Quixote de la Mancha, attacked such windmills as "outrageous giants."

**ILLUMINED CRUCIFIX**, its ivory figure picked out by shafts of light slanting through 16th Century stained-glass window, invokes Christian piety in corner of Cordova cathedral, once a Moorish mosque.









*Other times, other tastes...*

## What made Milwaukee change its mind ?

No doubt about it...modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee...by far the favorite where nearly three-quarters of the country's wonderful premium beers are brewed !

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing: *"I'm from Milwaukee*

*and I ought to know,  
it's Blatz, Blatz, Blatz,  
wherever you go."*



*Milwaukee's finest beer!*



*Today, it's Blatz!*

See Amos 'n' Andy on CBS-TV...consult newspaper for time and channel.

©1952, BLATZ BREWING CO., MILWAUKEE, WIS., A DIVISION OF SCHENLEY INDUSTRIES, INC.



**TWO-PART HATS** of wool jersey crowned with navy velvet (*left*, Hattie Carnegie, \$55) or with metallic foil in stained-glass colors (*right*, Sally Victor, \$90) can be worn together or with their lids lifted off (*below*).

# Hair Hiding Hats



## WRAPPED HEADS ARE ABOVE ALL FOR FALL

Gentlemen who prefer blondes (or locks of any other color) may be in for a disappointing fall, for the newest look for heads is achieved with deep, close-fitting hats which cover all or nearly all of the wearer's hair. Wearable with everything from suits to cocktail dresses, these skull-hugging turbans and low-riding cloches present the newest hat silhouette in several years and may even cause the long popular pillbox to lose its perch on fashionable U.S. heads. Made of highly flexible fabrics which cling to the head and neck, they may be used to cover up sun-bleached hair, look best with even

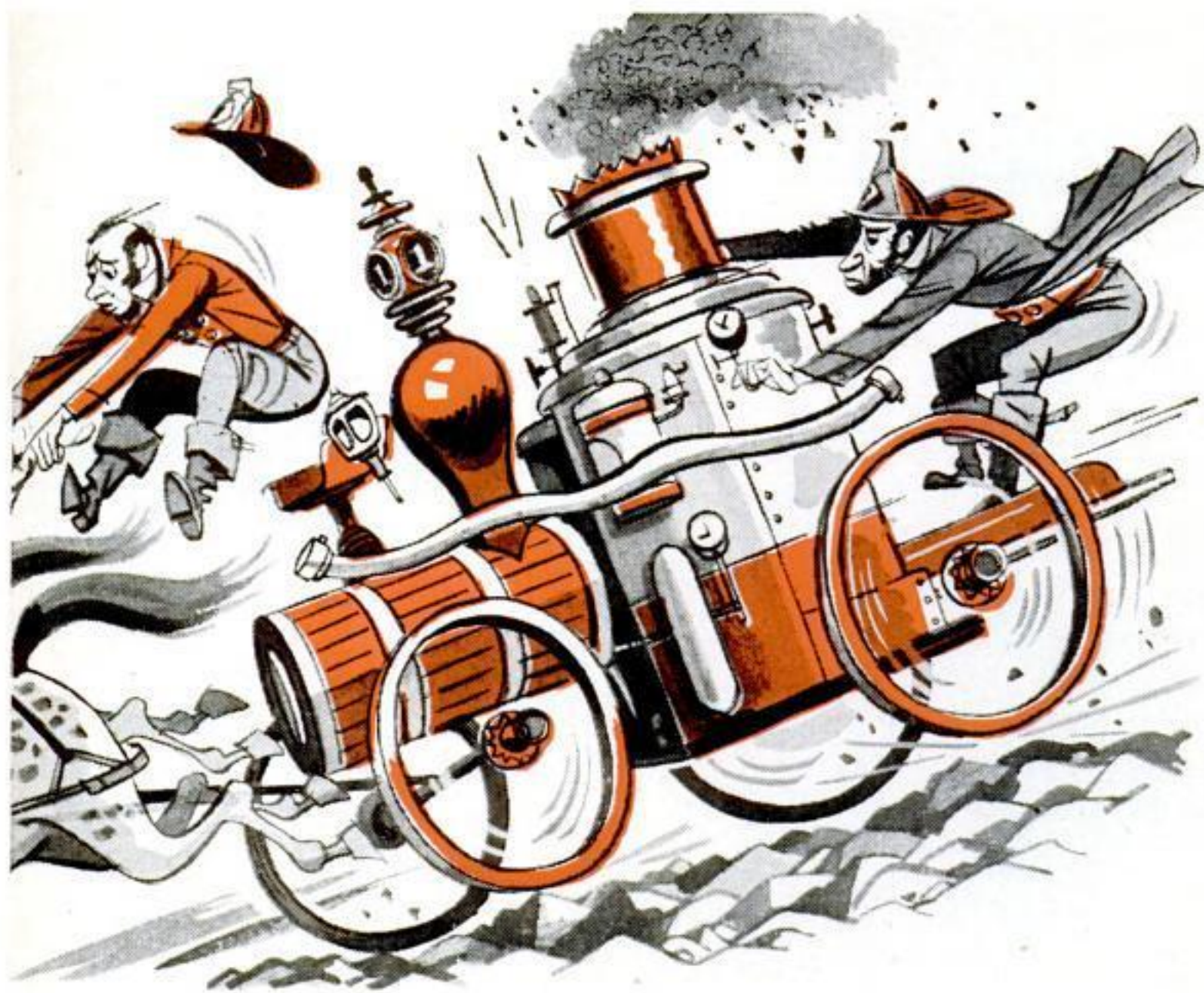
features and a pretty neck. Women who are reluctant to accept the completely receded hairline may choose instead those variations which display a glimpse of hair at front or side (*p. 64*). This wrapped-head look is helped by some other early fall fashions: wide open necklines, standaway collars and heavy drop earrings which make any neck look longer and more slender. All the hats shown here come from top designers' new collections and are fairly extreme, but less high style copies will be turning up at department store hat bars and in home-wrapped modifications almost immediately.

← TOPS DOFFED, SAME HATS PRODUCE HUGGED HEAD LOOK

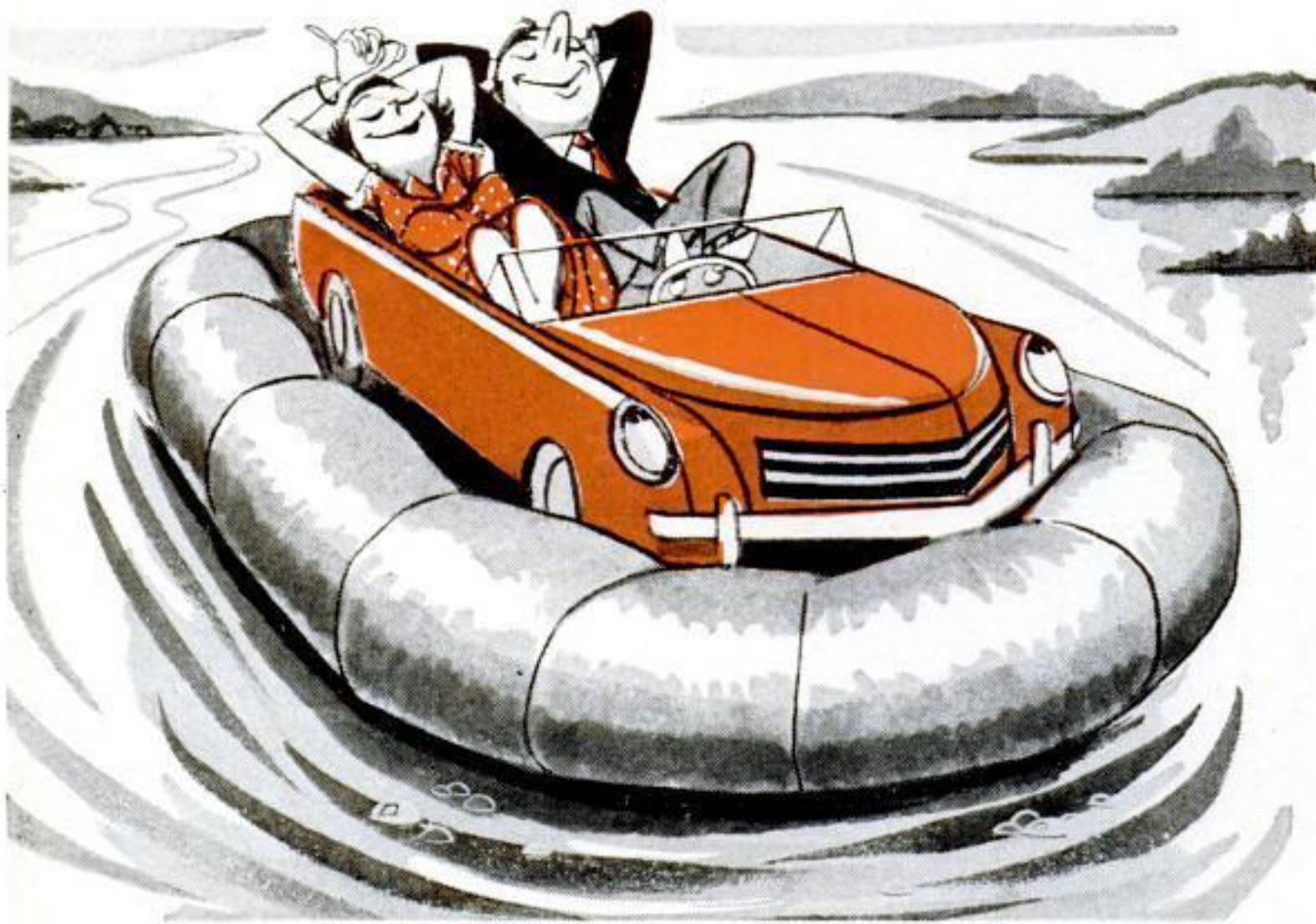
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63





If your car feels like this ... it's time  
for **MARFAK** chassis lubrication



That cushiony feeling  
lasts longer with—

There's plenty of fine summer driving still ahead. Make sure it's smooth and "cushiony"! Get *Marfak* chassis lubrication and that cushiony feeling will last for 1,000 miles or more! Longer lasting *Marfak* is specially made to resist jar-out, squeeze-out, wash-out. Tough and stretchy, it *keeps right on* fighting wear and friction. Drive in for *Marfak* lubrication today! See your Texaco Dealer, *the best friend your car ever had.*

**THE TEXAS COMPANY**  
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



## HAIR-HIDING HATS CONTINUED



**JEWELLED TURBAN** with pointed crown (John Frederics, \$60) shows some hair in front.



**STREAMERED CAP** in heavy white satin (Pauline Trigere, \$50) is balanced by chunky hanging earrings made of rubies, crystal and pearls (Bobby, \$25).



**BANDED BERET** of felt (John Frederics, \$60) looks snug above sweater with open turtleneck.

CONTINUED ON PAGE 66



"Now! Your favorite **man's deodorant**  
in a new **money-saving size!**"



3 FULL OUNCES  
**98¢**  
actually saves you 20¢

OF LEADING SPRAY DEODORANTS  
**ONLY MENNEN HAS ALL 4!**

Brand	1 Checks Perspiration	2 Special Deodorizing Agent*	3 Special Drying Agent	4 Type of Scent
<b>MENNEN</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<i>Crisp Masculine</i>
<b>SPRAY B</b>	YES	NO	NO	Sweet Perfume
<b>SPRAY C</b>	YES	NO	NO	Sweet Perfume



\*Permatec

**Men, now you can be sure** you won't be guilty of offensive perspiration odors, for here's your own deodorant! Mennen Spray Deodorant is made for *men*. It's long-lasting, thanks to special ingredient Permatec . . . *Crisp*, masculine scent . . . *Quick* . . . Just squeeze, it sprays! Ask for the new 98¢ giant economy size at your favorite drug counter today! **P.S.**, to the ladies: Buy him his first bottle!

Also available in Canada.



**in one  
minute**



**a  
refreshing  
BACARDI  
collins!**



- Juice of half a lemon
- Small amount of sugar
- Jigger of Bacardi Gold or Amber Label
- Fill glass with soda, add ice and stir.

**hmm...it's tangy!**

**BACARDI**

WORLD'S LARGEST SELLING RUM



Rum . . . 86 & 89 Proof. Bacardi Imports, Inc., 595 Madison Avenue, New York, N.Y.

**HAIR-HIDING HATS CONTINUED**



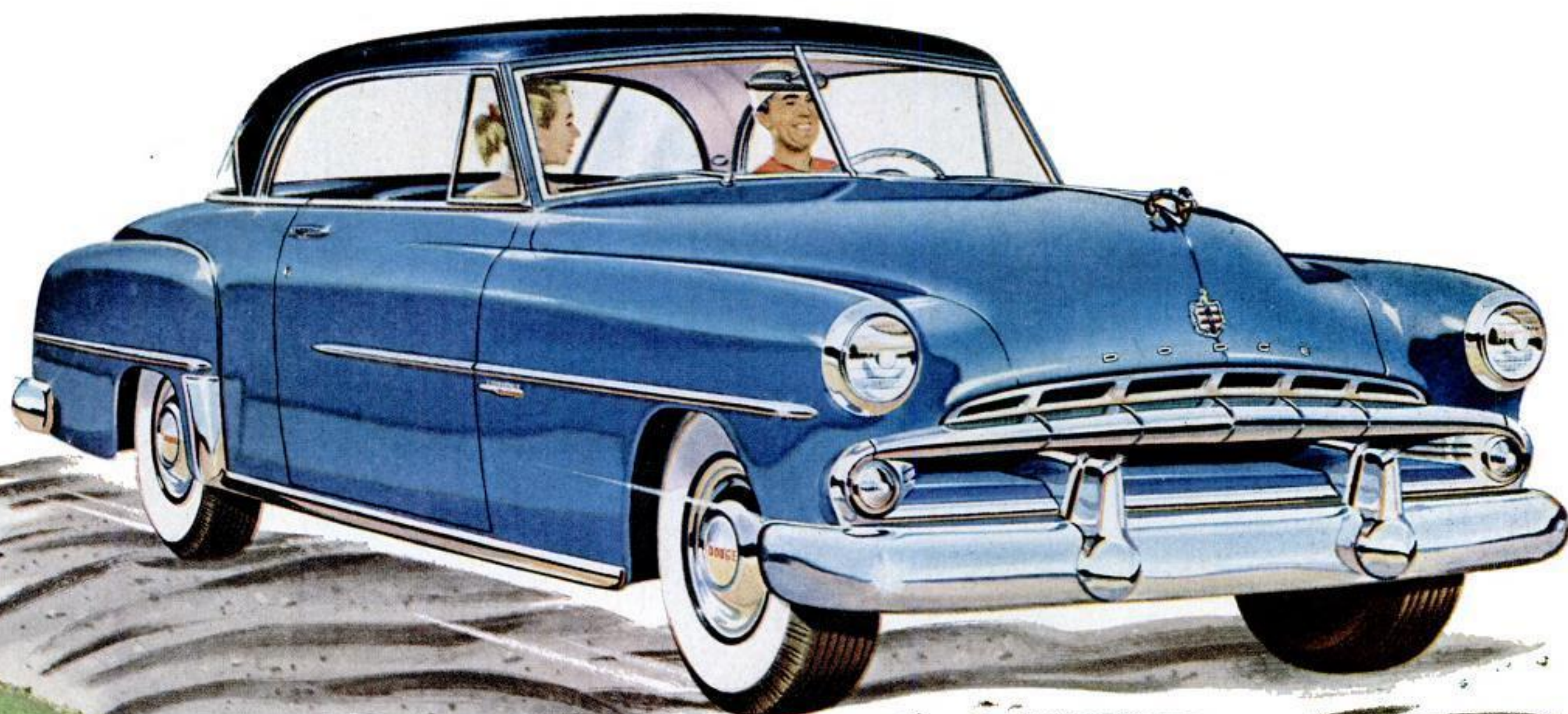
**DEEPEST CLOCHE** of sleek black felt with white kid insert on brim (John Frederics, \$70) is worn with wide-necked crepe dress and a heavy pearl bib.



**SHEEPDOG VERSION** in an amber-colored angora fabric (Mr. John, \$70) can be bought with fake leopard gloves to match hat brim's spotted lining.



# Smoothie



## When The Going Is Rough !

When a new owner gets his hands on a Dodge, here's something he learns in a hurry . . . and enjoys for a long time.

It's just this: Dodge is the smoothest-riding, easiest-going car a man could want *on any kind of road*. It's no "boulevard prima donna" that has to be babied over bumps!

Comfortably, you take a gravel or "washboard" road at a clip that would have you fighting the wheel in cars that lack the great "roadability" of this staunch and sturdy Dodge.

"Shockmeter" tests give Dodge a rating of "excellent" on road performance—the *highest rating* a car can achieve.

You know the answer. Better suspension-engineering. Road-taming Oriflow shock absorbers. And the same honest ruggedness that gives this "smoothie" such a great record for *long road life*.

This is the time to *step up* to a big, beautiful Dodge . . . and *step out* in the smoothest riding car on the road.

Specifications and equipment subject to change without notice.

# Dodge

DEMONSTRATED DEPENDABILITY

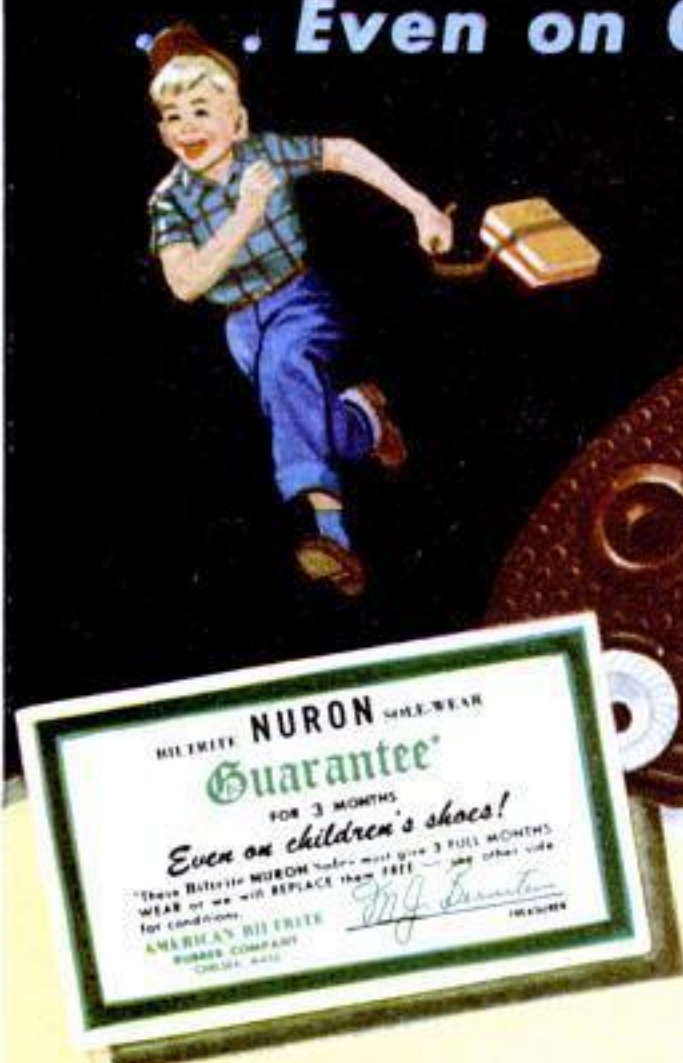




Back to school with

# Sole-Wear Guaranteed!

On New Shoes . . . On Rebuilt Shoes  
Even on Children's Shoes!



Written Proof of America's  
Greatest Sole Value!

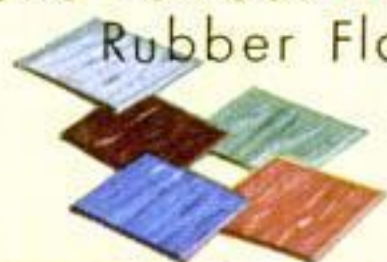
Rough 'em, scuff 'em—Bilrite Nuron Soles must give a minimum of 3 months wear—or a new pair of soles FREE. Even on children's shoes!

Bilrite gives this iron-clad written *guarantee* at no extra cost because Nuron Soles are the toughest, longest-wearing soles you can buy—proved in laboratories and actual rugged use. Amazingly comfortable, Nuron Soles are light and flexible from the first step. Damp-proof and non-slip, they help keep shoes in shape. Insist on *Guaranteed* Bilrite Nuron Soles when you buy new shoes or have shoes rebuilt.

Also makers of **NURON** for luggage and accessories



...and famous **Amtico**  
Rubber Flooring



**BILRITE**  
**NURON**  
**GUARANTEED SOLES**  
*Light as a feather...tougher than leather!*

**BILRITE**  
HEELS AND SOLES



AMERICAN BILRITE  
RUBBER COMPANY

AFFILIATES . . . BILRITE RUBBER COMPANY, CHELSEA 50, MASS. • AMERICAN TILE & RUBBER CO., TRENTON 2, N.J. • PANTHER-PANCO RUBBER CO., CHELSEA, MASS. • AMERICAN TILE & RUBBER CO. (CANADA) LTD., SHERBROOKE, QUEBEC • PANTHER RUBBER CO. LTD., SHERBROOKE, QUEBEC, CANADA



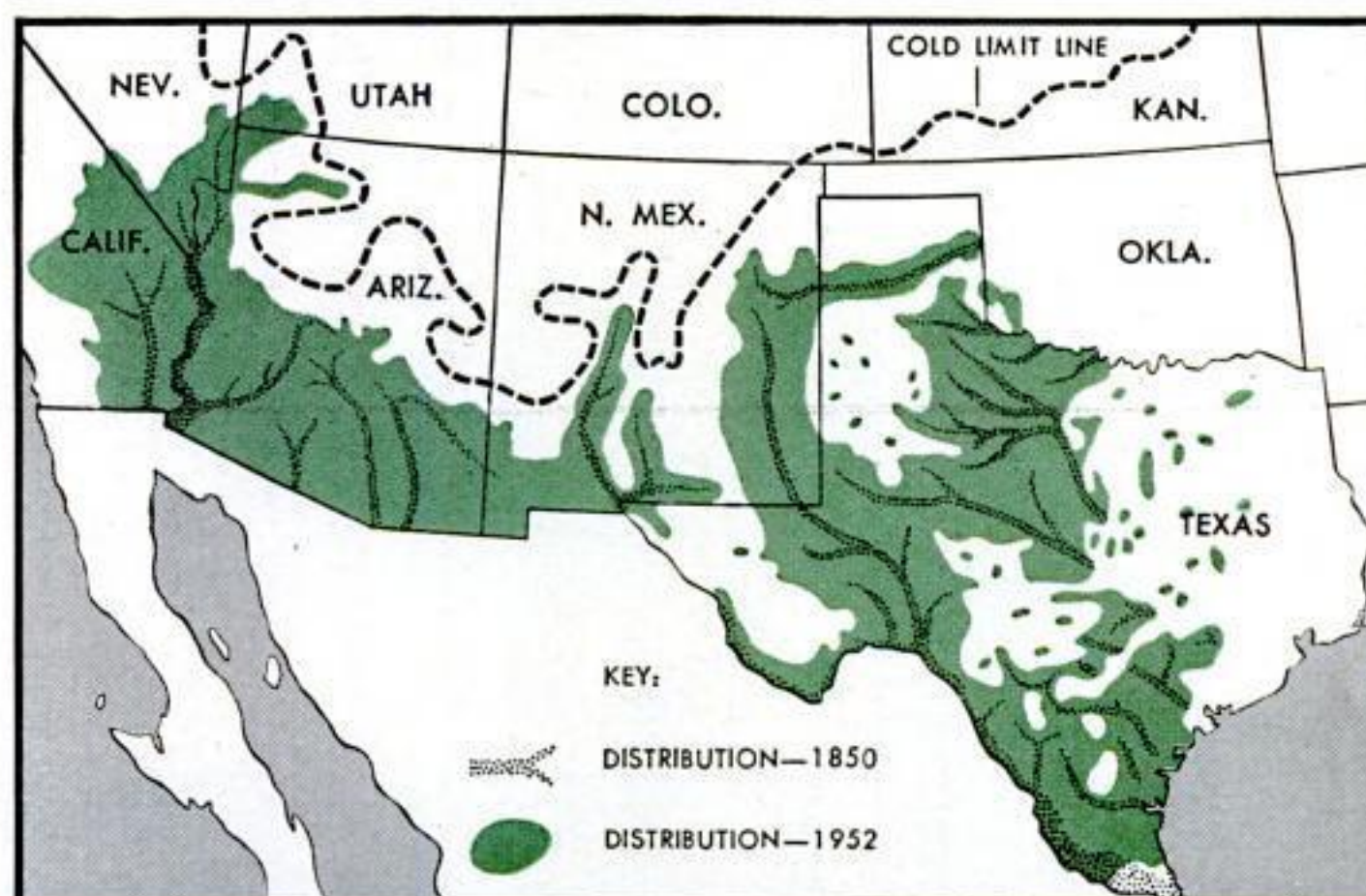


LOOKING FOR CAMOUFLAGED COWS WHICH ESCAPED THE MAIN ROUNDUP, A TEXAS COWBOY AND HIS PONY ARE VIRTUALLY HIDDEN BY TANGLES OF MESQUITE

# MAN VS. MESQUITE

Open range may be restored by new aerial spray

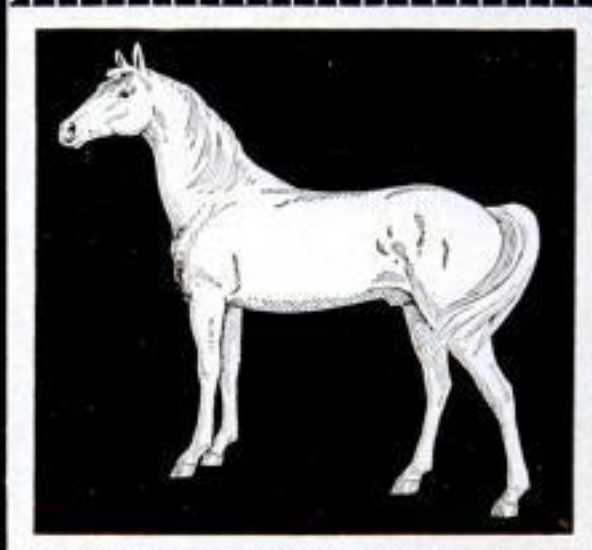
Finding cagey range cattle in the almost impenetrable growths of the scraggly, spiny mesquite tree is the most difficult and expensive problem U.S. ranchers have. Mesquite, which has spread over 75 million acres in the Southwest, grows so thick that cows may entirely escape roundup by horsemen, dogs or even helicopters. Now ranchers think they have the answer: an aerial spray of water, oil and a new chemical called 2,4,5-T which upsets the metabolism of mesquite and kills it. The new aerial spraying is not only more effective than chain dragging (*next page*) but infinitely cheaper than the one way to completely eradicate the hardy mesquite—grubbing it out by hand at a prohibitive cost of \$50 per acre. One plane can spray 1,000 acres a day for \$3.50 an acre. Eventually this may mean cheaper beef: on sprayed test areas ranchers have been able to raise 30% more beef with far lower costs and the same amount of land.



**MESQUITE'S MARCH** during last 100 years has taken it from small riverside areas in which it grew in 1850 to the 75 million acres it now covers. Each tree produces as much as 80 pounds of seed pods a year which are carried by wind and by cattle which swallow them. Pods sometimes sit 40 years, then sprout.



# What a SCOTCH!



## White Horse... *of course!*

BLENDED SCOTCH WHISKY 86.8 PROOF  
Browne-Vintners Co., Inc., N. Y., Sole Distributors

TELEVISION'S  
*Crowning  
Achievement*



The British Crown of State

### The finest picture science has ever produced

Your search for pictorial perfection can end today. With the new Bendix "21", television really comes of age. Deliberately designed by a world leader in electronics to outperform the field, these superlative models produce a big picture so clear, sharp and detailed . . . so free from coarseness, flicker, interference and distortion *even in fringe areas* that it must be seen to be believed. You will be just as wonderfully impressed with the prices—*among the lowest ever placed on top quality sets*. See the picture and get the proof that *you can't do better than a Bendix "21"* no matter what you pay.



This beautiful 21" half-door mahogany console features built-in provision for UHF, Electrostatic Focusing, Automatic Picture Control, Glare-proofed Screen, Ultra-sensitive Tuner, Magic Interlace.



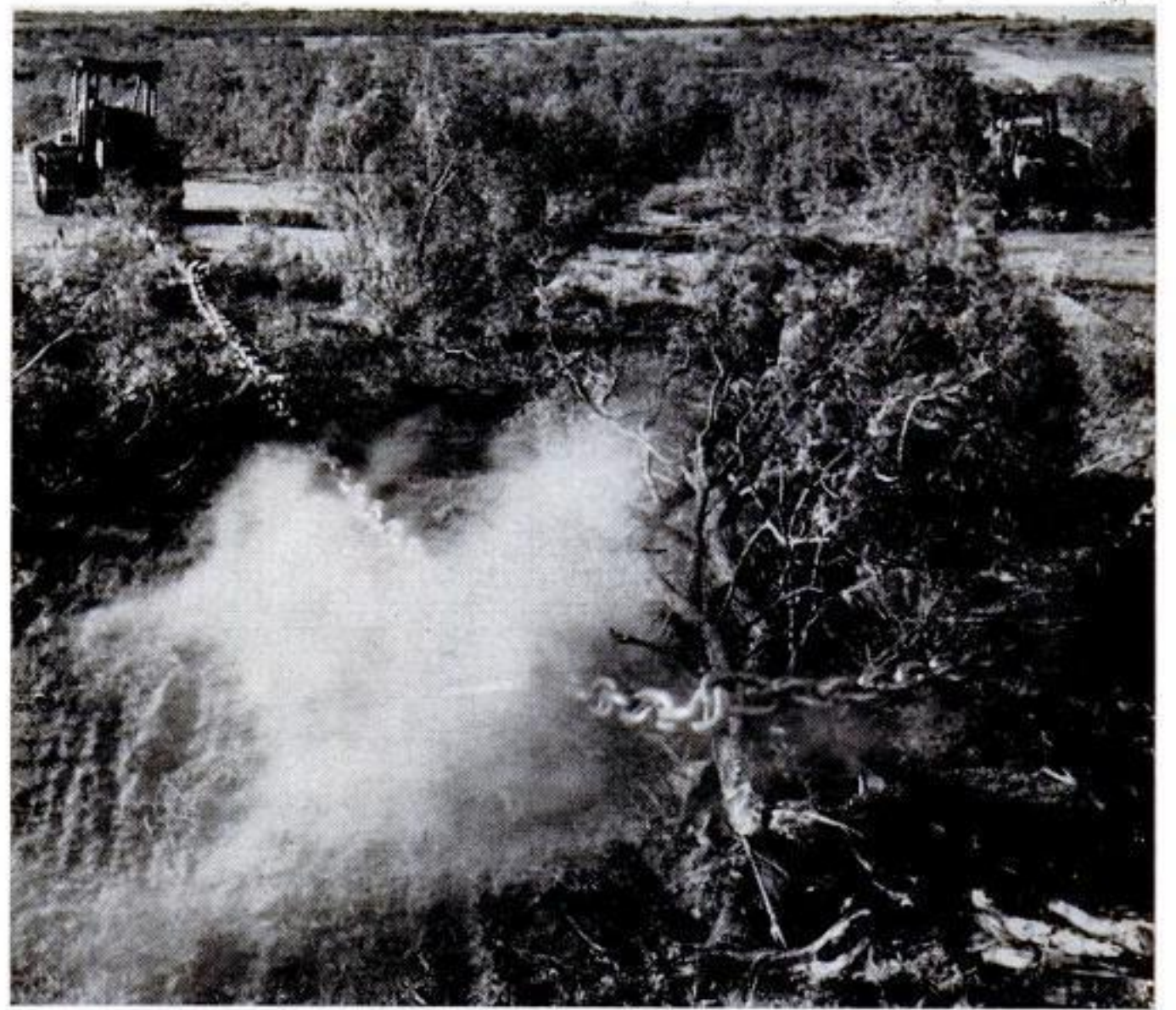
The name millions trust

BRILLIANT  
**Bendix TV**

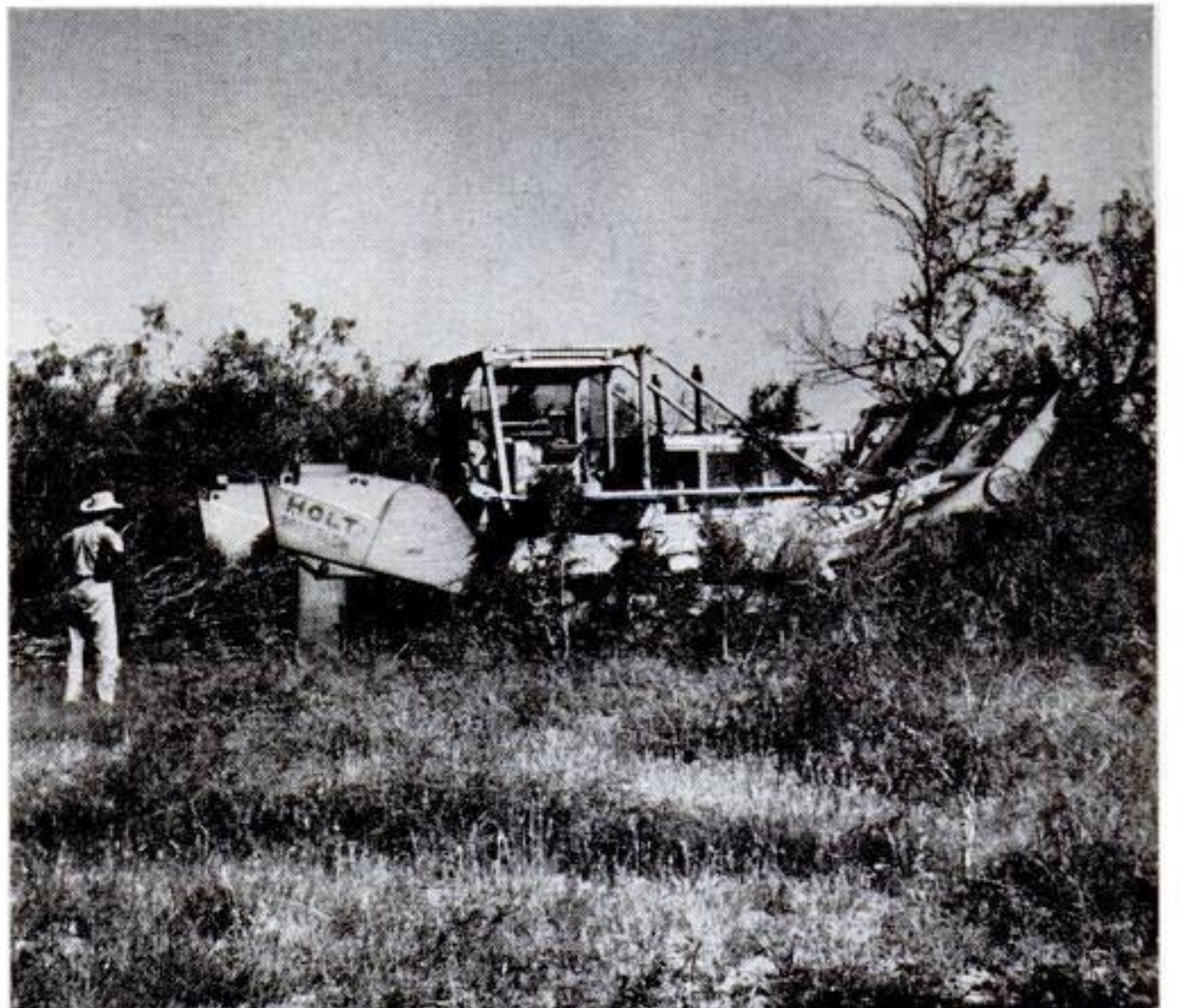
## Mesquite Spray CONTINUED



**ROPY ROOTS** help mesquite outlive droughts by getting water from 40 feet away or 50 feet down. They re-sprout if plant is cut off at ground level.



**DRAGGING THE CHAIN**, two caterpillars tug away at ends of long steel loop which yanks off visible parts of mesquite trees. does not kill root system.



**CUSTOM-BUILT BEHEMOTH**, the King Ranch's \$75,000 answer to mesquite problem, can knock down or rip out trees, then sever roots underground.

[CONTINUED ON PAGE 72](#)



**STAYS ON IN WATER:** A CURAD is *waterproof* plastic. Stays stuck even when you shower, swim or do the dishes. Can't get soggy. And it's smooth as glass—so dirt and grease wash right off.



# The new plastic bandage

# CURAD<sup>®</sup>

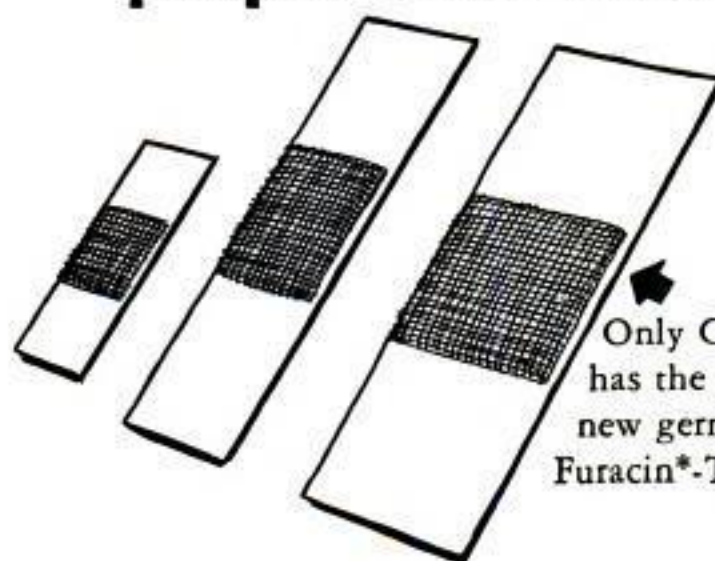
**DOESN'T JUST COVER GERMS—FIGHTS 'EM!**

## Now in a new Economy Pack!

Your biggest money's worth in plastic bandages!

**54 bandages for only 69¢**

**In the 3 sizes  
people want most**



Only CURAD has the amazing new germ-fighter, Furacin\*-Tyrothricin

**stays neat—stays clean  
—and stays on!**

**(BAUER & BLACK)**

Division of The Kendall Company



\*Eaton Laboratories, Inc., brand of Nitrofurazone



**NEW  
CURAD  
PLASTIC  
BANDAGE**

Stays neat and stays stuck till you take it off. Outlasts three old-style bandages! Paper-thin and elastic, it moves with your skin, fits like your skin even on knuckles and knees. You hardly know it's on.



**OLD-STYLE  
CLOTH  
BANDAGE**

Why go on wearing bandages that get ragged and messy and peel off? A CURAD has no dirt-catching cloth. Its edges can't ravel. Leaves no sticky streaks. Stays new-looking for *days!*





# Happy Homes have Nesbitt's



The whole family will love Nesbitt's... be delighted with its thirst-quenching real orange flavor.

Be a fun family.



Keep a supply of Nesbitt's on hand. Ask for Nesbitt's wherever soft drinks are sold. Look for this distinctive carry carton. Take home six bottles of Nesbitt's today.

a soft drink made from *real* oranges

19030

## Mesquite Spray CONTINUED



A SHEET OF SPRAY stretches out behind plane flying at treetop level, then settles on mesquite. About 350,000 acres were sprayed this spring.



CHECKERBOARD PATTERN of cleared, uncleared land used for grazing tests reveals denseness of growth. Cleared land is worth about 50% more.



THE DEAD MARAUDER, mesquite killed by 2,4,5-T, will be cleared away with chains. Cattle handling is simplified and precious water is saved for grass.



**Your engine makes  
this much Acid every day**

**... And it's Acid Action—not friction—  
that causes 90% of engine wear**



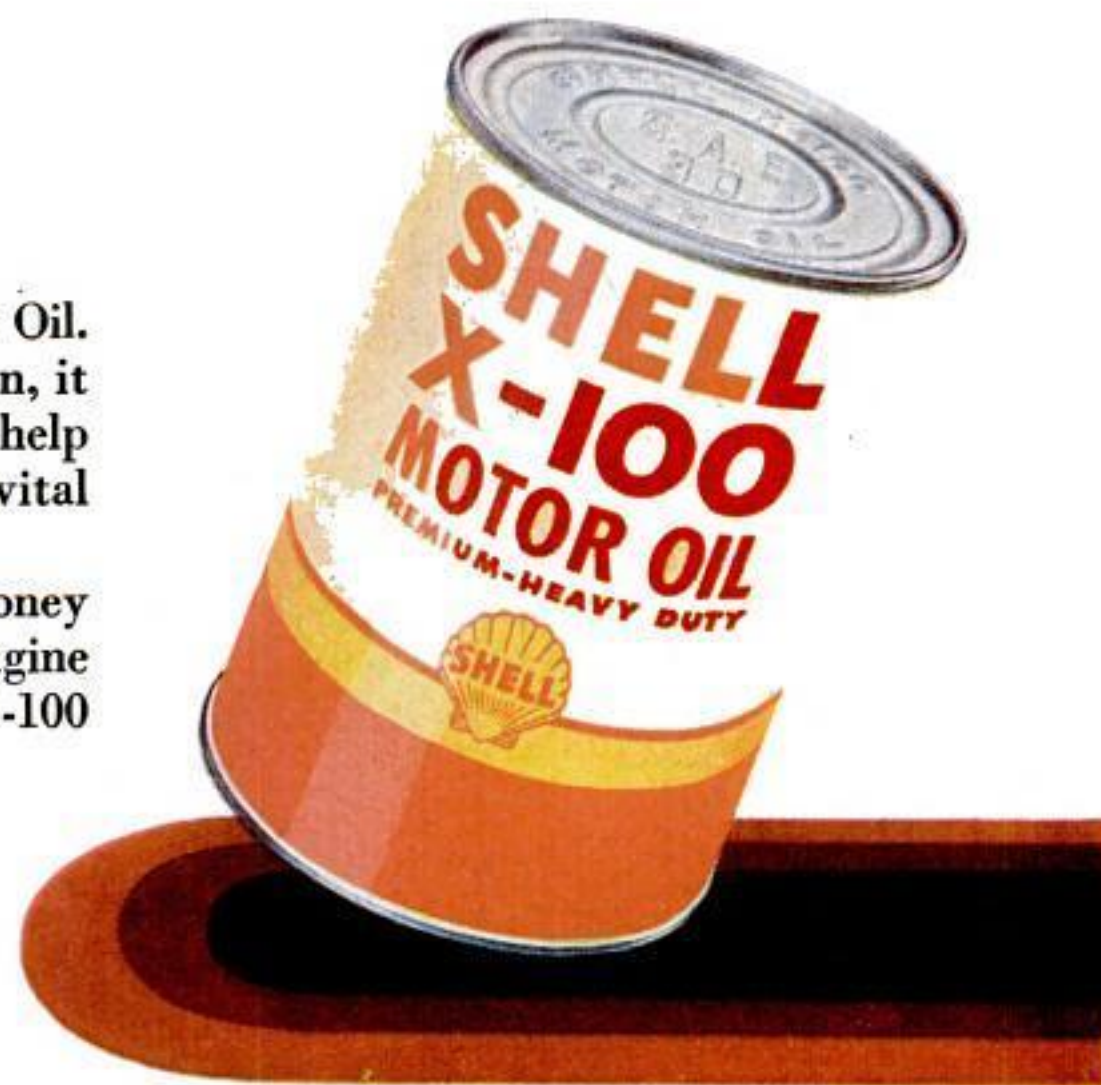
## **New Alkaline Shell X-100 Motor Oil counteracts Acid Action**

If you are a typical motorist, in a normal day's driving:—a pint or more of acid is formed and passes through your car's engine, and it's acid action, not friction, that causes 90% of your engine wear. To neutralize the harmful effect of this acid, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it contains positive cleansing factors that help protect hydraulic valve lifters and other vital parts from fouling deposits.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.

***It's Incomparable!***



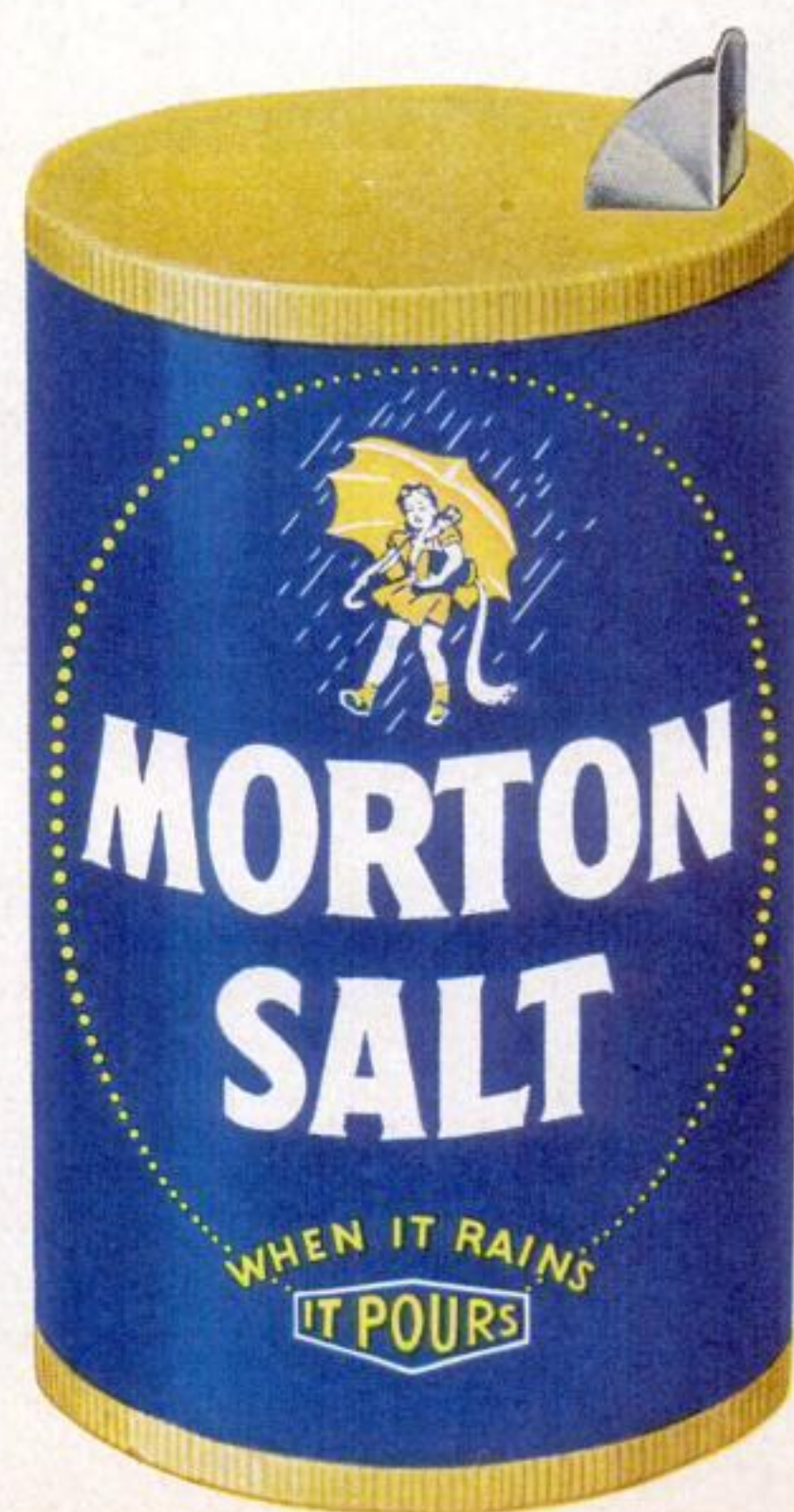


What's a tomato without salt ?

Season with Morton's...more people do



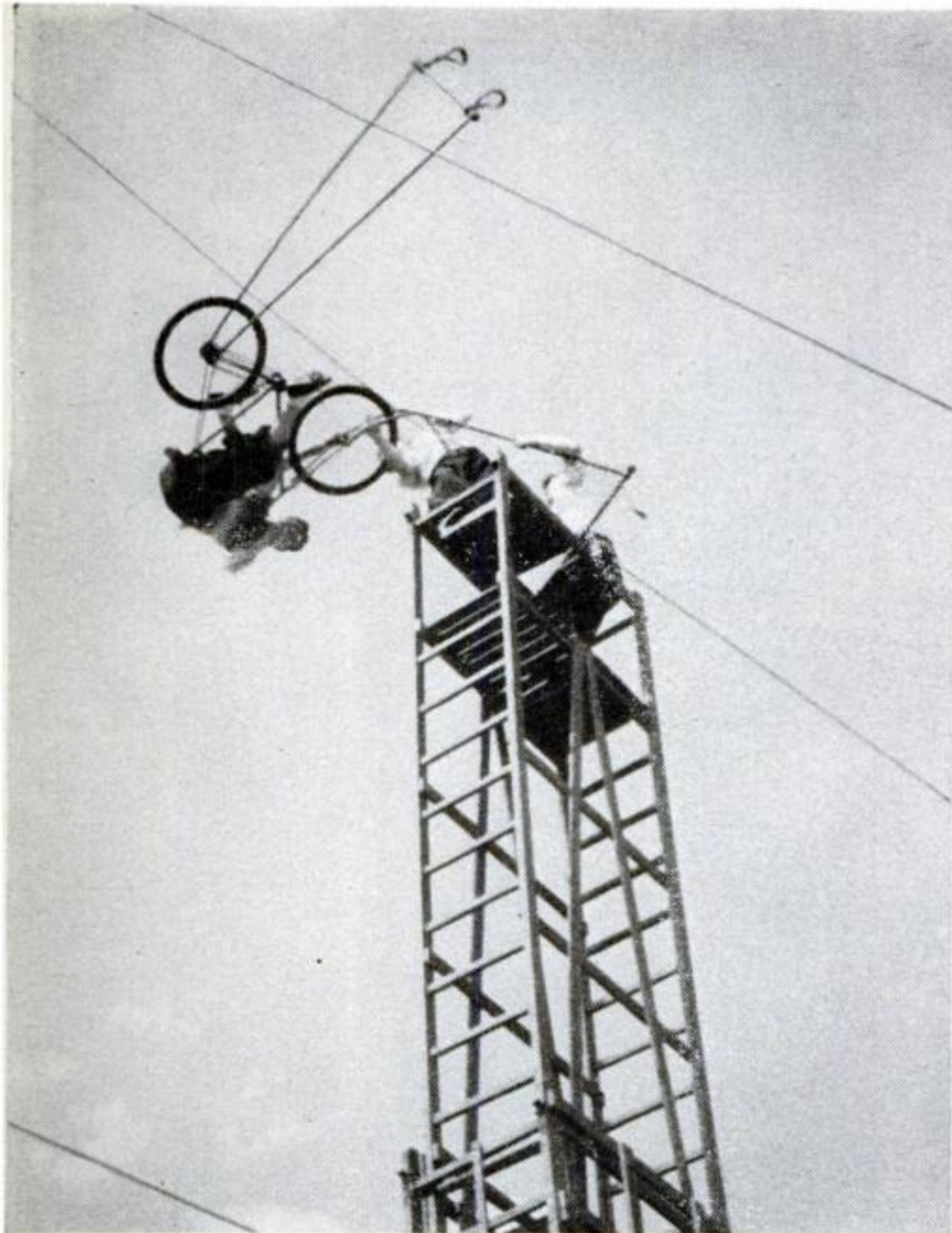
When it rains it pours



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TWO AERIALISTS ARE SAVED BY MOVIE TOWER AFTER THIRD HAD FALLEN


# AERIALISTS' ERRORS

Tightropers suffer a fall and another fiasco

Some weeks ago in England a troupe of Spanish aerialists got marooned in the middle of a sagging tightrope (LIFE, June 30). Undaunted, the trio returned to the heights at Battersea, and Cyclist Miguel Estelrich once again rode across a high wire, his colleagues dangling below him on trapezes. Suddenly one of the trapeze artists lost his grip and fell 40 feet (below). Now unbalanced, the other two men were once again left high, dry and ridiculous in the middle of the tightrope until a movie tower could be wheeled to the rescue (above). The injured aerialist will soon be well enough to rejoin the team, but some people felt it was time the boys considered some other line of work.



INJURED AERIALIST LIES NEAR ATTENDANT (LEFT) WHO BROKE HIS FALL



## Jonathan Logan

**SPORTSWEAR**

This skirt of Lorette®—the new orlon-and-wool miracle fabric—is guaranteed washable. Just hang it to dry . . . those original pleats stay in without ironing!

An authentic MacRae dress plaid in black-grey-white with red. Also in solid grey or brown. Sizes 7-15. **10.95.**

Poodle-cloth trimmed wool jersey pullover in black, heather beige, or grey. Sizes 9-15. **7.95.**

**BEST & CO.**

Fifth Ave., New York 22, N. Y.

And other fine stores



"What're you using for bait?"



Remember!  
In Rum  
it's  
**RONRICO!**  
BEST RUM BAR NONE\*

Ronrico Rums 86 and 151 Proof. Ronrico Corporation, San Juan, Puerto Rico. U.S. Rep. Import Div., McKesson & Robbins, Inc., N. Y. C. Copyright 1952 \*Reg. T. M.

# SOUP

FOR

# LUNCH

HOT AND HEARTY  
AND OH, SO GOOD!

MAKE IT

## Campbell's

CREAM OF  
CELERY SOUP

Crisp garden celery,  
extra-heavy whipping  
cream . . . delicious!







**LIFE ON EASY STREET.** Delicious Puerto Rican Rum highballs accompany lobster feast on porch of the Easy Street home of artist Robert Deeley as Nantucketer Robert Stark explains old harpoon tip to marine artist Charles Lundgren. The Island's use of

rum in highballs stems from whaling days when the prevailing drink was rum and water. Seated is Elias J. Lyon, Nantucket realtor. **Rum Highball Recipe:** 1½ oz. Puerto Rican Rum; ice, soda, ginger ale or water; twist of lemon or dash of bitters, if desired.

PHOTOGRAPHS BY ROGER COSTER



**SOUTH WHARF** where "West Indies Goods" (rums for Nantucket consumption) were unloaded in the era of whalers and packet ships. Above, 78 year old fishing captain Arthur McCleave, descendant of whalers, is the Island's oldest active fisherman.



**CLAMBAKES AND LOBSTER PARTIES** are part of the fun on Nantucket, where "summers are five Septembers long." With sea air and sunshine go drinks of light, dry Puerto Rican Rum—always bright, never heavy. **Tip On Broiling A Lobster:** Nantucketers use basting sauce of 1 oz. Puerto Rican Rum to each ¼ lb. of melted butter.



**WHALING CURIOS** fascinate artist Lundgren in the workshop of Charles Sayle, carver and model boat builder. They enjoy highballs of Puerto Rican Rum as they examine teak wood model of sperm whale, most prized of any for the quality of its oil.





The Whaler's Toddy

# NANTUCKET REVEALS RUM RECIPES OF WHALING DAYS

Earliest use of rum recorded in 1674—trend today to Puerto Rican Rums

by EDOUARD A. STACKPOLE, Nantucket historian



In the days of the great Nantucket whaling fleets, voyages of one to three years were routine. Large stores of all kinds had to be taken aboard. Among these were rums — dark, heavy rum, called grog, for the crew; the lighter, finer rums of the West Indies for the Captain.

Puerto Rico, lying athwart the whalers' sea lanes, became a port of call for Nantucket vessels — and thus good Puerto Rican Rum came to be a familiar drink on Nantucket. It is even more popular today.

Our "Second Day Wedding" punch and its accompanying "Quarter Peck" cake — from recipes dating back to 1674 — are today made with Puerto Rican Rum. It is also used in these two local favorites of long standing:

## WATERMELON "HIGHBALL"

Cut 6" circle in top of watermelon. Scoop out seeds and surrounding flesh, allowing rest to remain. Fill with gold Puerto Rican Rum. Replace top, set in sun an hour. Add more rum. Chill . . . gather 'round, a straw for each guest.

## THE WHALER'S TODDY

2 oz. Puerto Rican Rum; 1/2 tsp. long (brown) sugar; ice, splash of water; stir. Use old fashioned glass.

For Rum food and drink recipes and Rumster Party Kits, see your neighborhood dealer or write to Rums of Puerto Rico, Dept. N, 600 Fifth Avenue, New York City.

For assurance of quality insist on one of these fine Puerto Rican Rums. 86 proof.



**RUMS OF PUERTO RICO**  
600 Fifth Avenue, New York 20, N. Y.



**RUM FOR THE CAPTAIN.** Chests similar to this were the personal lockers of the whaling captains, stowed in their quarters and re-filled as needed from kegs often taken aboard at Puerto Rico. This particular piece was the property of Captain Robert McCleave, master a century ago of the whaleship *Rambler*.



**WONDERFUL, WONDERFUL RUM COLLINS**—prized specialty of the Wauwinet House bar. Proprietor Robert S. Backus (shown center, with historian Stackpole) makes this his feature, using only dry, light-bodied Puerto Rican Rum. Taken with cherry-stone clams dug fresh daily from his own beds, this drink has become a summer standard among Nantucketers and visitors alike. Enjoying one at the bar is John W. Grout. Seated is Allen Backus. In rear another Nantucketer, Elmore Taylor, samples the cherrystones.



# Basketball-Tomato Feud a Hot Potato

The catchy headline above, from the *Indianapolis News*, appeared last week over a news story from McCordsville, Ind. The headline was no joke—and below LIFE explains how the firing of a basketball coach endangered a tomato crop.



The trouble began in 1951, when Bonnie L. Smith (above) was fired after 22 years as the well-liked basketball coach at McCordsville High.



Firing was done by Trustee Byford Lane (shown avoiding camera during a political meeting), who said it was "for the betterment of the school," but students and townspeople disagreed loudly. Smith blamed politics.



Tomatoes came on scene this spring when Coach Smith's father, Homer (above), canceled the Columbia Conserve Company's lease to operate a tomato loading platform on his farm. The firm's local representative is, it happens, school trustee Lane.



The company's lawyer, Richard Lineback (above), argued that cancellation of lease "had a direct link to the firing of the coach." Smith would not make any comment.

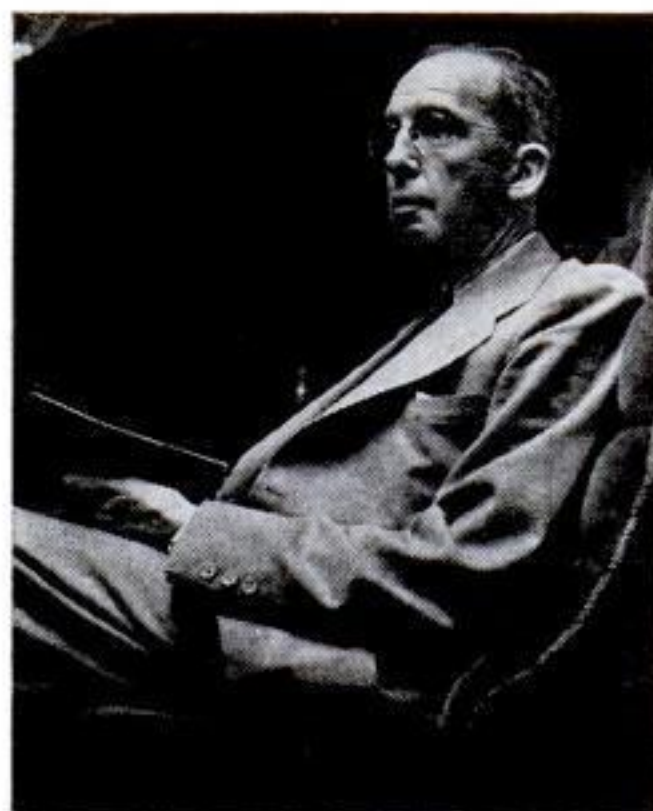


As harvest time neared, the company badly needed a plane to load and ship the perishable tomatoes it buys from some 20 local growers. The problem seemed solved when Mrs. Nell Hiday (above) and her husband leased Columbia a strip of land on their farm.



Surveyor Ora Nicholson (above) and Hancock County Plan Commission gave permission to build the platform. Trouble arose when local farmers appealed to County Board of Zoning Appeals, and the board reversed the commission's authorization.

The legal block was removed, however, when Judge John Morris (below) gave a decision, supported by state supreme court, that the zoning system wasn't properly set up. Columbia thus ignored the Zoning Appeals Board, and on May 30 dug postholes for the loading platform.



The company got a rude surprise next morning when it found that all the postholes had been filled in, a fence thrown around the area and a guard

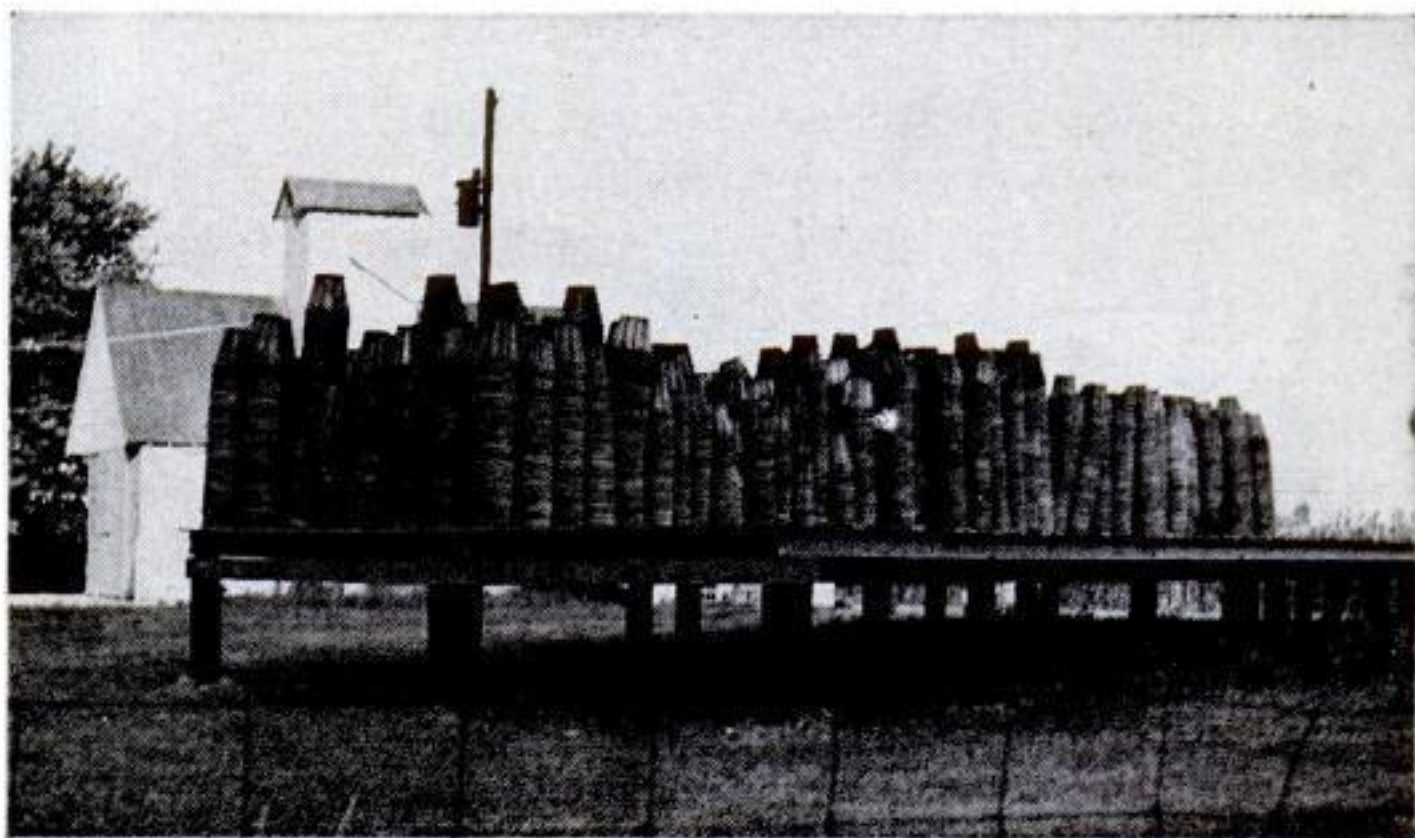


on hand to prevent more work. "Vigilantes" like Charles Wilhite (shown above studying weedpatch where postholes had been) said that platform would desecrate Cauldwell Cemetery (background, through fence).



As tempers flared, Farmer J. Frank Brokaw (above) and 14 associates filed suit in Circuit Court for an injunction against the Columbia Conserve Co. and the Hidays, charging that the loading platform would desecrate the cemetery, interfere with funerals, lower the value of adjoining farms and attract great numbers of undesirable migrant workers. Nellie and Jesse Hiday and the company promptly lashed back with a suit claiming that they were being kept off the land illegally and asking \$25,000 damages from the Brokaw group.

Last week the company finally had found a temporary location for a platform (below) on the farm of corn-grower Max Steele. This year's tomato crop now seemed safe, but the battle was still far from over. The vigilantes were determined to stand guard at the original site until the court acted on the two cases, even if it took all winter. The company was loading tomatoes and saying nothing. Meanwhile Coach Smith, the cause of all the ruckus, was hard at work at his new (and better) job as principal of a nearby school, wishing the trouble had never begun.







Illustrated above: State Commander V-8 4-door sedan.

White sidewall tires, chrome wheel discs—and glare-reducing tinted glass—optional at extra cost.

## A Studebaker saves plenty of gas because it's so trim and sleek

THE JET-STREAMED look of a 1952 Studebaker tips you off to one secret of its gas economy.

The whole car is trim and sleek—free from power-wasting excess weight.

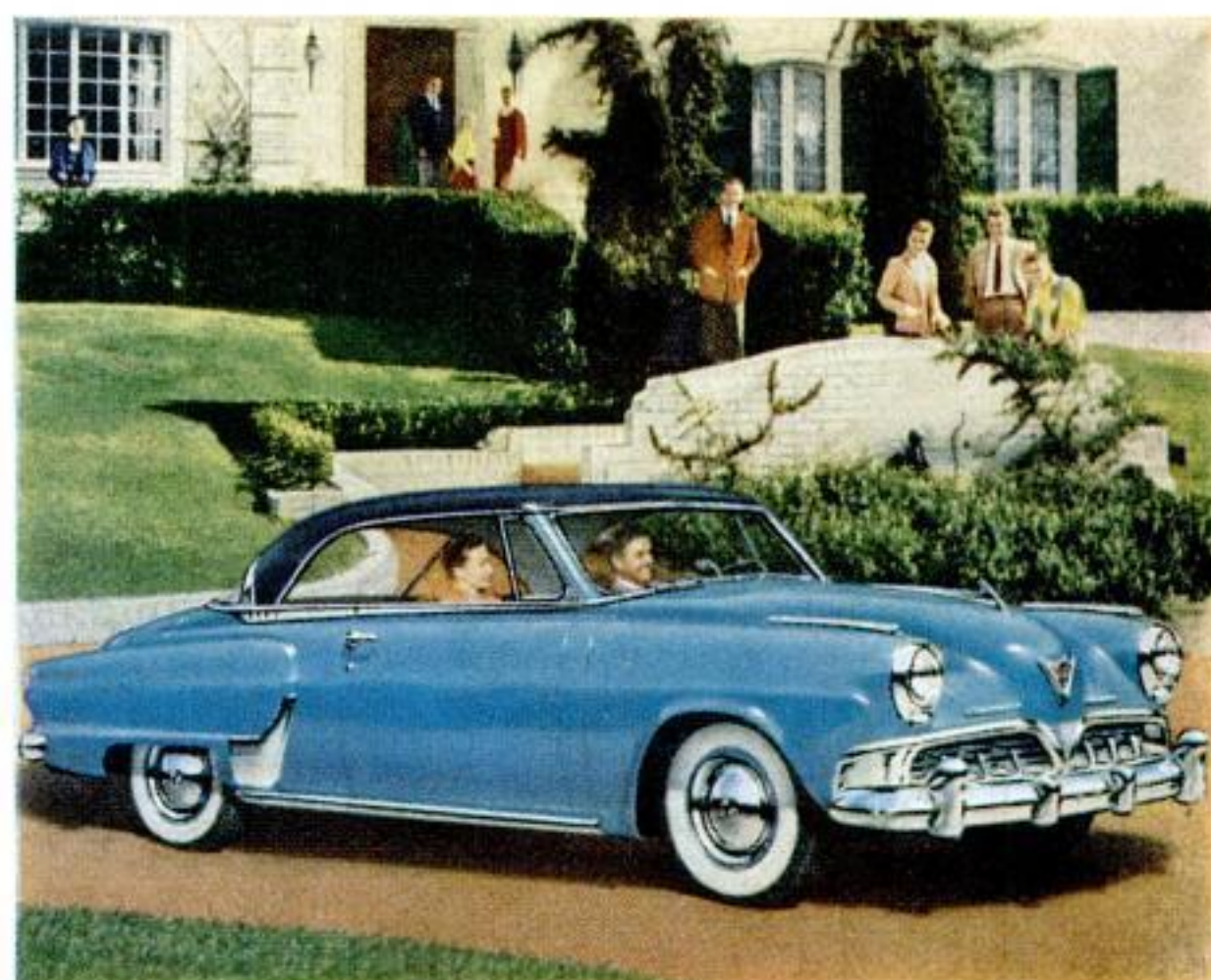
Thanks to this advantage, a Studebaker Champion and Commander V-8 finished first and second in actual gas

mileage—ahead of all standard class cars competing in this year's Mobilgas Economy Run.

Like most of the contenders, the Studebakers used Overdrive. It's available at extra cost—and so is Studebaker Automatic Drive. Try out a thrifty Studebaker right away.

*See Studebaker for '52*

© 1952, Studebaker, South Bend 27, Indiana, U. S. A.



New "swept-back" smartness! The Starliner "hard-top" —available as a Commander V-8—or as a Champion in the lowest price field.



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as the smoothest  
beer!

**2. Hearty**

as only an ale  
can be!



**Like something extra for your money?**

Then join the thousands who are switching to Carling's *Light-hearted* Ale. *Light* as any beer drinker could ever wish for—plus a *hearty* extra pleasure that only an ale can give. Yet, with all its extras, Carling's costs no more than fine premium beer.

*Be Light-hearted...  
Stay Light-hearted... drink*



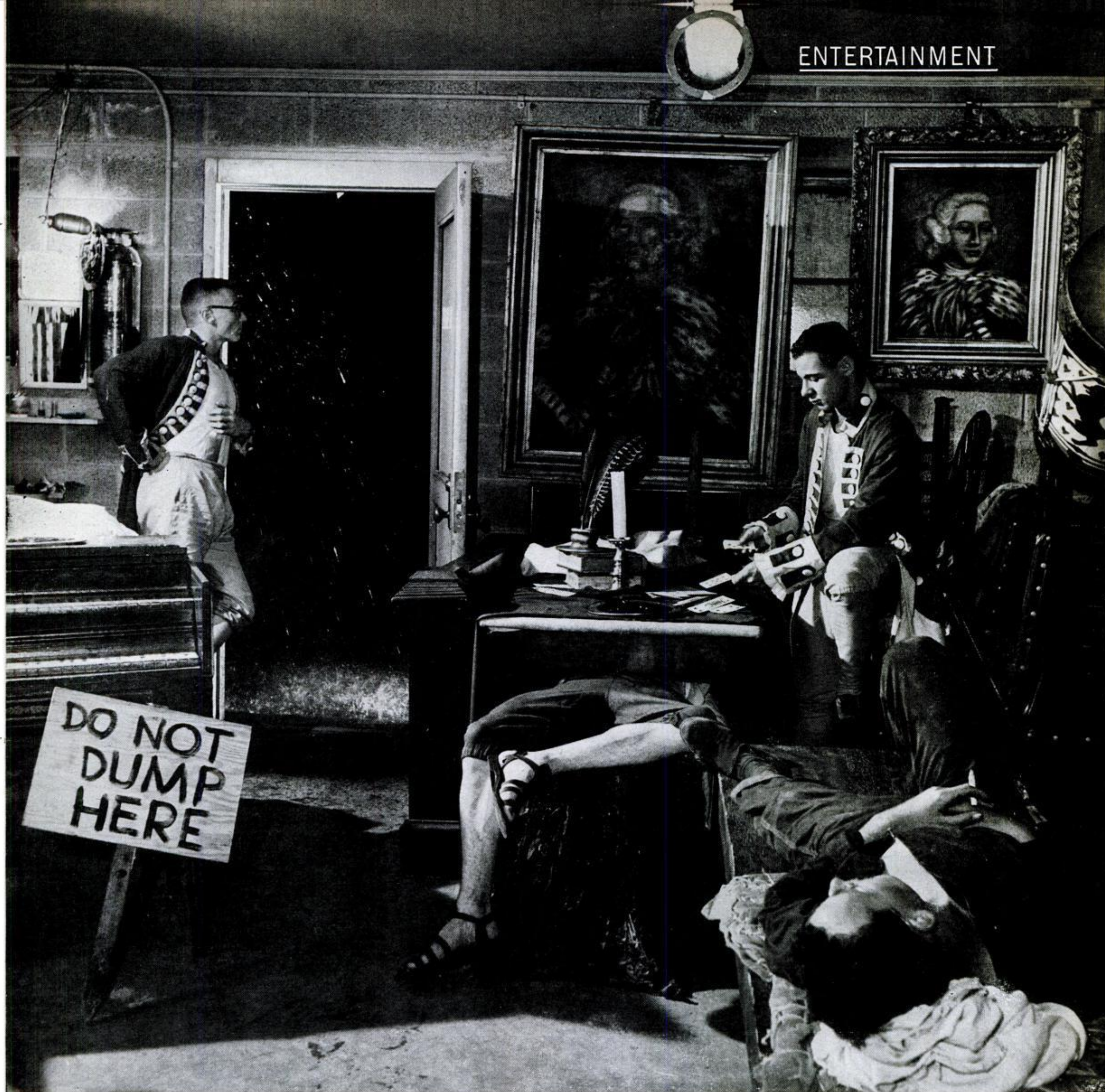
CANADA'S  
GREAT ALE  
IS NOW BREWED  
IN U. S. A.!

© 1952 Brewing Corporation of America, Cleveland, Ohio

# CARLING'S *Red Cap* ALE







**WILLIAMSBURG, VA.** offers a pageant of the American Revolution, *The Common Glory* by Paul Green, which is just completing its sixth summer season. Actors dressed up as British soldiers above took

shelter in a room backstage when a sudden shower interrupted the play. Sprawling among props for show and a sign from picnic ground, they waited for shower to end. A dancer, entirely unconcerned, crawled under a table and went to sleep.

## FESTIVALS ARE BUSTIN' OUT ALL OVER

Take a summer night. Add an Indian war dance, or a Bach chorus, or a mock naval battle. Get an audience of two or three thousand sitting under the stars. What results is a favorite form of American fun: a festival.

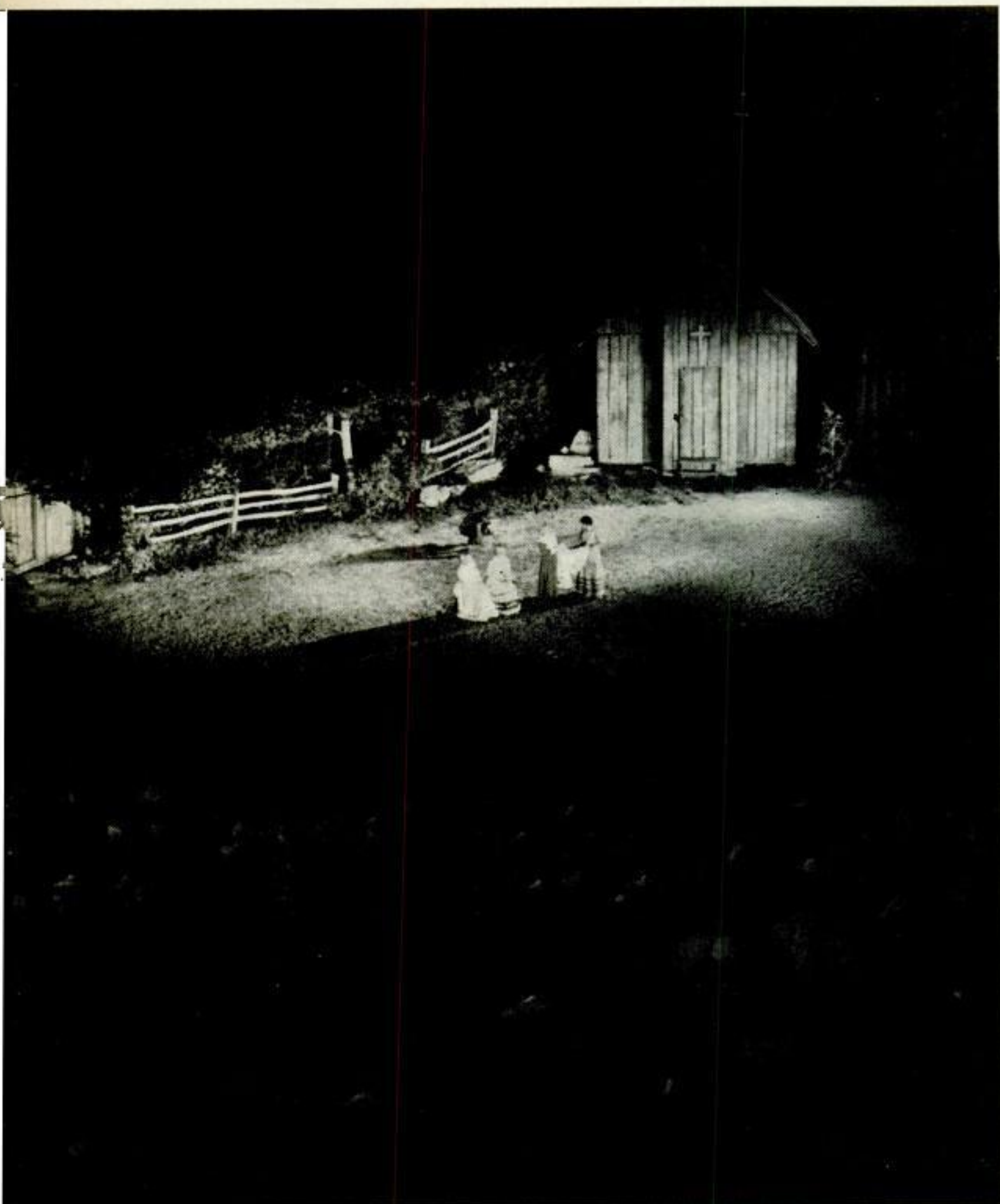
This summer has been a record-breaking season for U.S. festivals—some 2,000 have been given, and by summer's end more than 20 million Americans will have trekked to see them. An American, it seems, goes for almost any kind of festival: music, sports, art, dance,

pretty girl, flower, horse, lobster, needlework and, especially, historical. Local history, with local citizens rigged up to impersonate their ancestors, is sure-fire festival fodder.

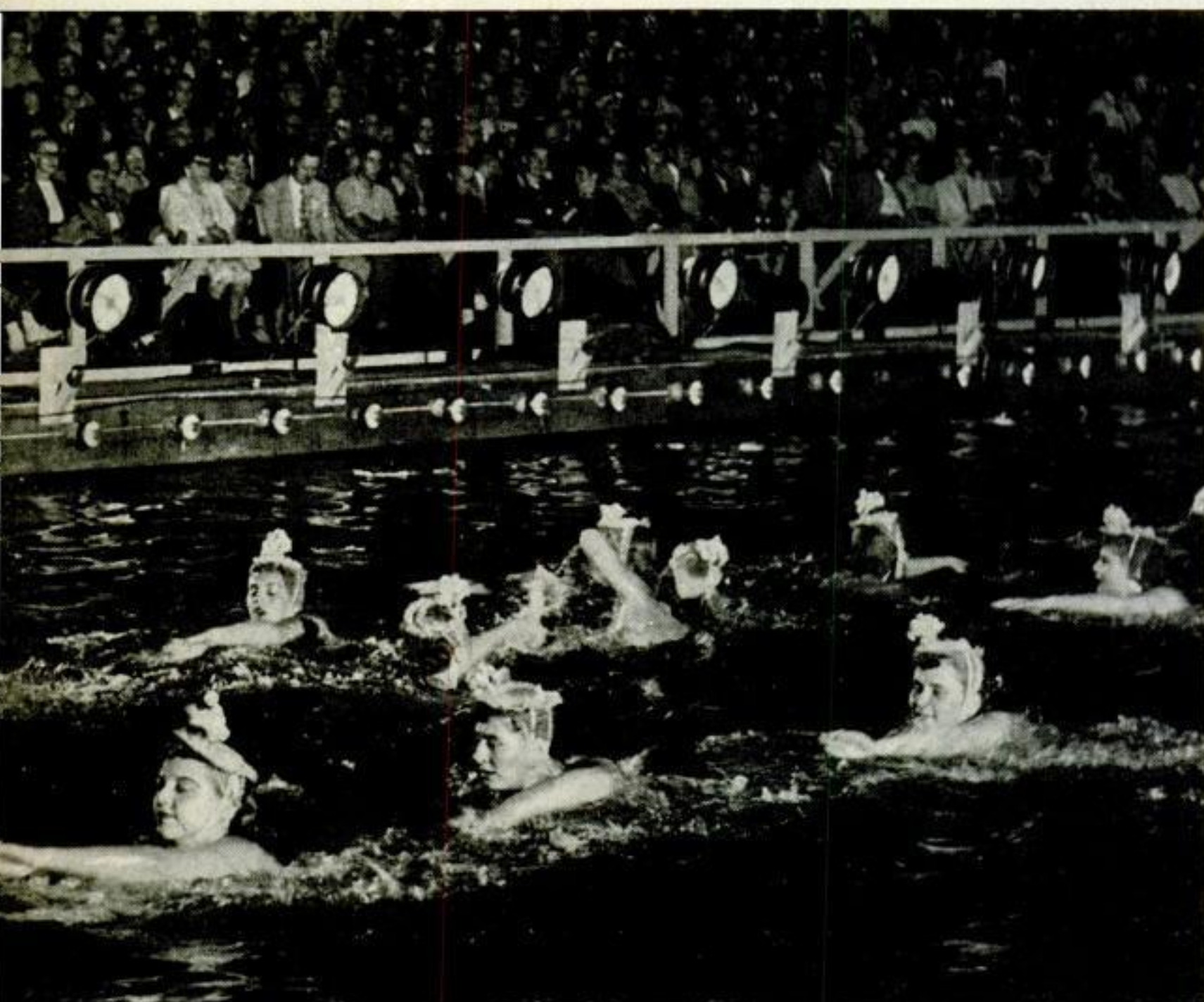
The first intimations of festival fever in America came in the late 1700s. But it spread to epidemic proportions after San Francisco in 1870 threw a wonderful Washington's birthday shindig, which included a 10-year-old violinist playing a Beethoven concerto and 100 firemen in red shirts banging 100 anvils for the *Anvil*

*Chorus*. Today the great U.S. music festivals in the Berkshires and Aspen, Colo. rank with the famous music fetes of Europe, and U.S. historical festivals have, in some places, become big business. Dean of the historical festival is Playwright Paul Green, whose *Lost Colony* about North Carolina settlers was a success in 1937, and who has since written two more festival hits including *The Common Glory* (above). On these pages LIFE offers a sampling of festivals from Rockland, Maine to Deadwood, S. Dak.



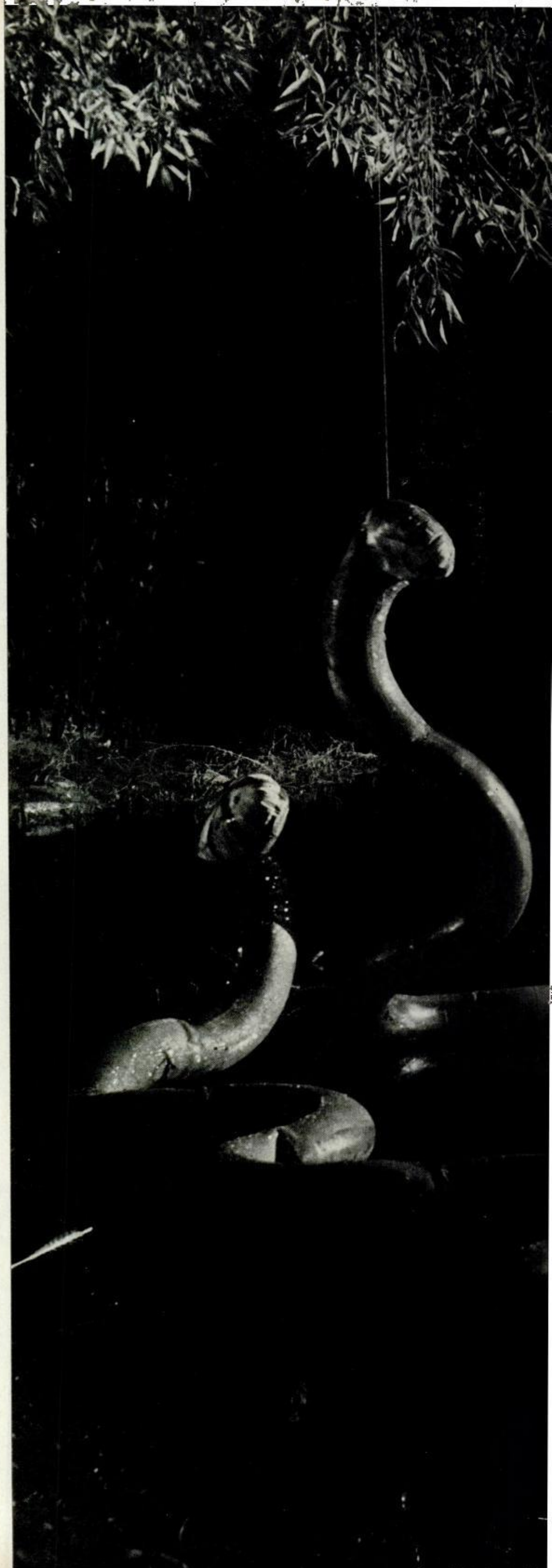


**CHEROKEE, N.C.** presents *Unto These Hills* by Kermit Hunter in amphitheater. In this scene colonial women examine a wedding dress, though play deals mainly with poor treatment of Indians by settlers.



**MINNEAPOLIS** has "Aquabelles" swimming in formation as part of a 10-day "Aquatennial," an annual festival that includes all kinds of sports and salutes Minnesota as a vacation paradise of many lakes.

**PIPESTONE, MINN.** offers *Hiawatha* based on Longfellow poem. Here Hiawatha "seized his arrows jasper-headed, shot them fast among the serpents."





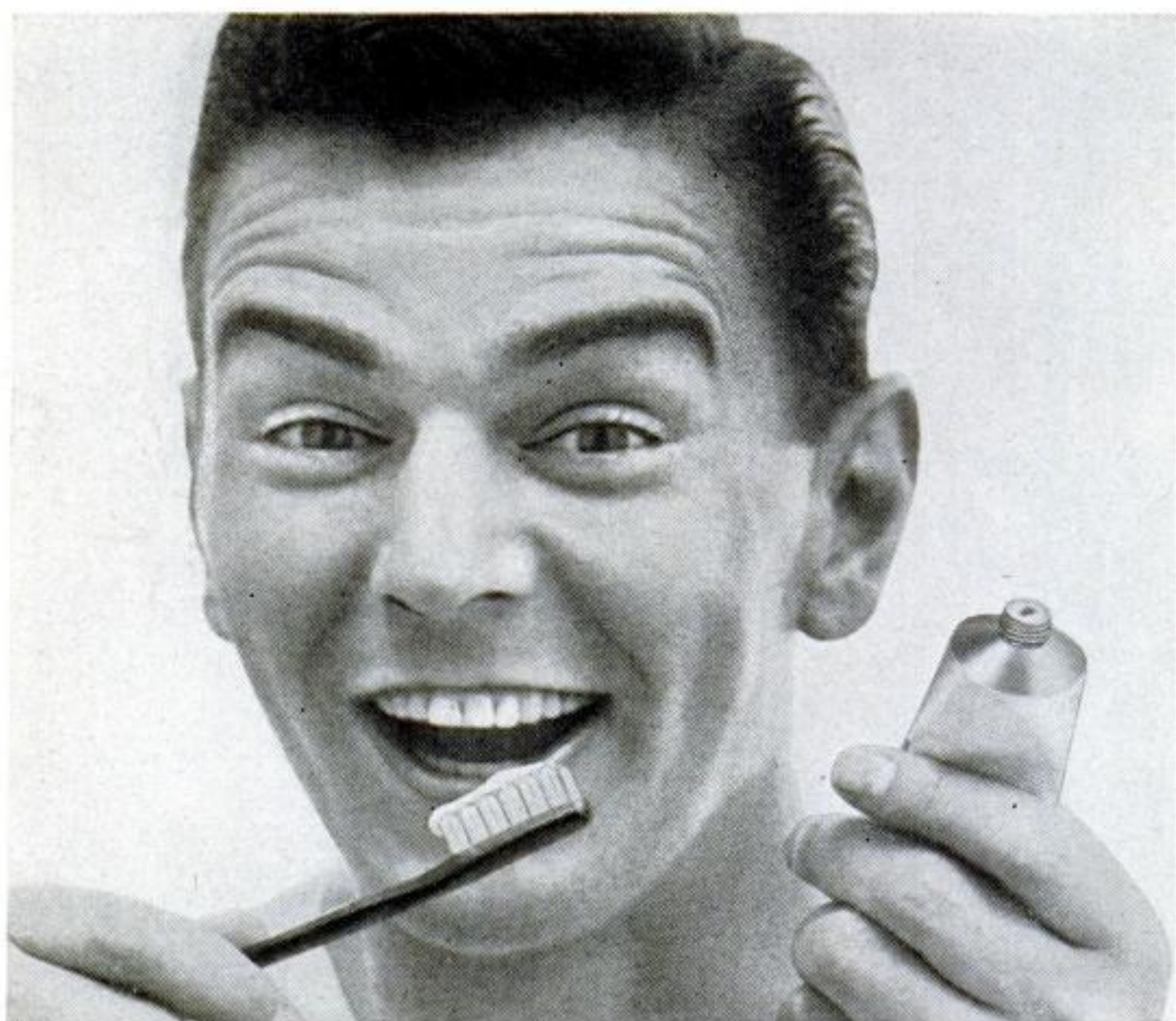


**DEADWOOD, S.DAK.** starts *Trial of Jack McCall*, which is based on famous Deadwood shooting, with a parade in which Jack is chased down the street after he has shot Wild Bill Hickok in a saloon.



**CHEYENNE** turns out to see a gigantic pair of disembodied cowboy britches rolling down the street as part of a five-day festival, "Frontier Days," that includes rodeo, carnival attractions and Wyoming Indian dancing.





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Droolicious!

Shop for the 10 oz. jar at your grocer!

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## Festival Fever CONTINUED



**SALT LAKE CITY** has a six-day jubilee called "Days of '47" to commemorate arrival of Mormons into the Salt Lake Valley in 1847. This festival, celebrated all over Utah, is a greater annual



**ROCKLAND, MAINE** has a three-day lobster festival to publicize the state's seafood and give everybody a big feed (more than 30,000 lobsters were consumed this year). Visitors from all over

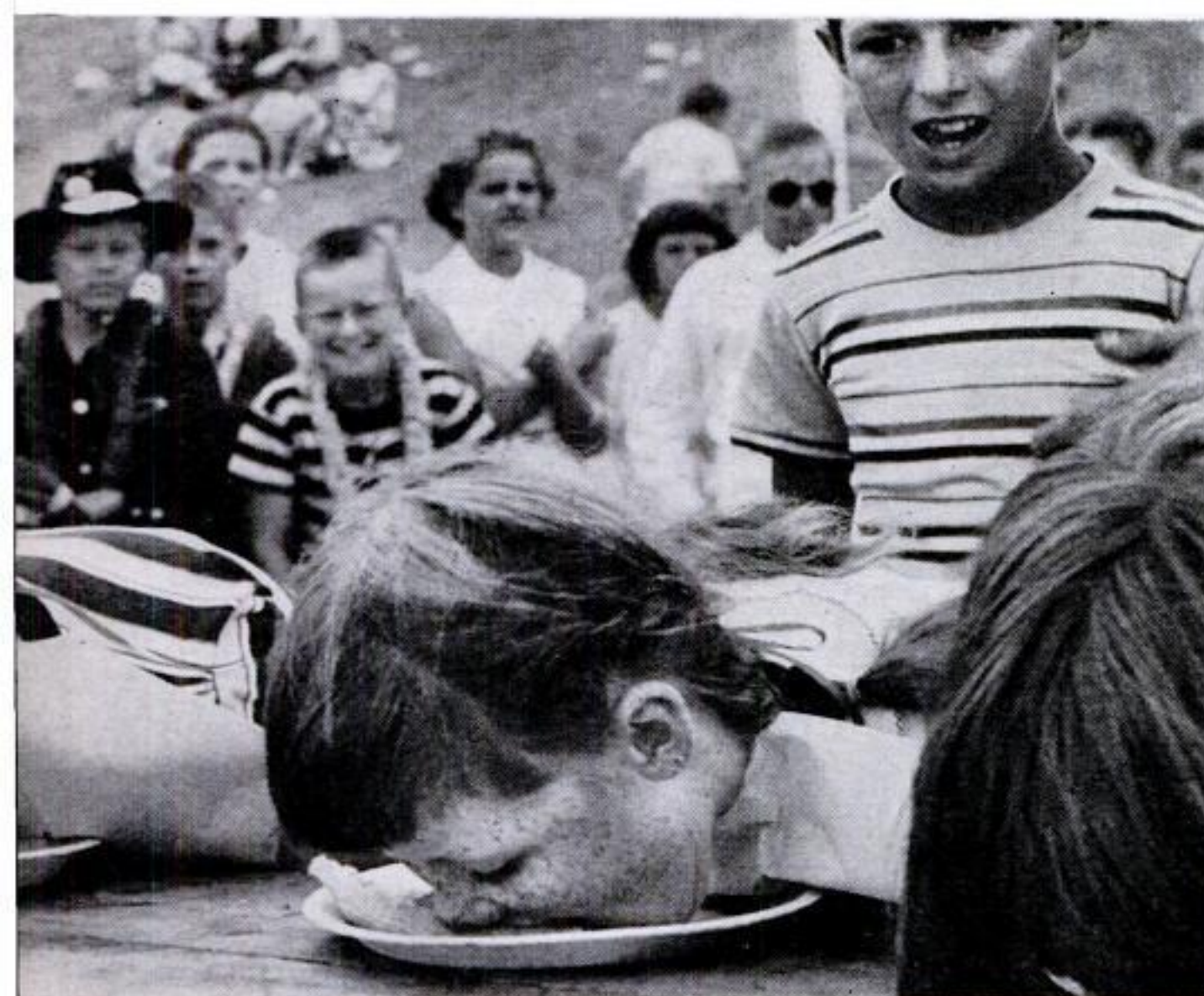


**INTERLOCHEN, MICH.** throws an annual revue at its famous two-week music camp, sponsored by University of Michigan for music students throughout the country. The show,





event than July Fourth. A daily feature of the festival, which includes rodeos, picnics and tabernacle singing, is a noontime dancing exhibition by 12 elderly couples who dress up in oldtime costumes and do country dances in the street.



the state jammed hotels, slept on the beach, paid little heed to Ferris wheels and merry-go-rounds, concentrated on food and country dances. As a let-up from lobsters, a blueberry pie-eating contest was held for the youngsters (above).



which included this parade of circus animals, is performed on roller skates and is put on by the dance department which believes it helps youngsters to develop a sense of balance and—as they sometimes do—to tumble with equanimity.



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CLOSE-UP



MARIA RIVA SWEEPS UP HER RED-GOLD HAIR TO DEMONSTRATE HER OWN DIETRICH LOOK

# Dietrich and Her Magic Myth

IT IS A MIXTURE OF BEGUILING BRASHNESS AND ELEGANT ALLURE

**A**BOUT 20 years ago in a great film called *The Blue Angel*, Josef von Sternberg, then one of the world's most formidable movie directors, constructed a memorable myth out of some simple ingredients: a pair of beautiful legs, jewel-studded garters, ruffled lace underwear. This myth spoke with a low, caressing voice that had the evocative power of an animal mating call. The beautiful masklike face with the close-plucked eyebrows suggested both an angel and a hat-check girl in a low-class nightclub. There was an excitingly blended atmosphere about the myth—a hint of skillfully contrived, carnival-like illusion; a touch of cynicism implying that romance is a dream made up of spangles, champagne and the aching disenchantment of a hangover; an exotic mixture of elegance with sly overtones of vulgarity, insolence with quiet overtones of tenderness, gaiety with subdued overtones of despair. The myth evoked the essence of glamour. It was both beautiful and dangerous. It looked as though it had stayed up late at night all its life.

The name of this myth was Marlene Dietrich, and, for a number of years afterward, it earned Director von Sternberg the title "Svengali Joe." But before long Svengali Joe disappeared from the picture, and

the myth became self-propelling, through a succession of more than 25 pictures (most of them mediocre), until it achieved a unique place in the folklore of American moviedom. Glamour girls came and went, from Jean Harlow to Rita Hayworth, but Marlene Dietrich persisted. She became the idol of the highbrows and the idol of GI Joe. She became an obsession in the twisted mind of Adolf Hitler, a trusted friend of intellectuals like Jean Cocteau, Erich Remarque and Ernest Hemingway, a wartime pet of Army generals. Men seemed to pursue her in droves without developing any jealousy or ill feeling among themselves. Women admitted that their fondest wish was to be like her. She became a grandmother, and the myth still exerted its old power. Today, at an age officially conceded to be 47, and sometimes estimated higher, Marlene Dietrich is still appearing glamorously in a couple of movies a year.

The secret of the myth's extraordinary durability seems baffling. The famous legs are, after all, not so very different from those possessed by numerous other Hollywood sirens. The trim figure is merely an exceedingly good one, and the pert, somewhat bony face has certainly been outranked, feature for feature, by those of dozens of





MARLENE'S SILKY HAIR AND SATINY LEGS HAVE SUFFERED VERY LITTLE CHANGE SINCE SHE FIRST BEGAN BUILDING HER CAREER ON THEM 22 YEARS AGO

## EVEN GRANDMOTHERHOOD CANNOT DISPEL

by WINTHROP SARGEANT

other actresses. The mysterious element lies outside the realm of physical statistics, expressed in an air of elegant depravity which is apparently beyond time's power to change. Practically from the cradle she seems to have had the heavy-lidded look of a seductive and world-weary hop-head. The look has become one of the most striking ingredients of the myth. And since it was never a look associated with the innocence of youth, it has survived that period of life with no loss of power. Miss Dietrich has been, from the very start of her career, a thing almost unique in the world of the cinema: a fully adult glamour girl.

This is not, however, the whole explanation. Much of her staying power can be attributed to the fact that the mind behind Marlene's insolently mocking face is that of a highly conscious artist who practices the art of glamour with the infinite pains that are supposed to be characteristic of genius.

A typical display of this craft occurred at 1950's Academy Award ceremony in Hollywood, when Miss Dietrich was called upon to present the foreign award. The perfunctory job demanded merely a trip across the stage of the Pantages Theater and the uttering of a polite

phrase or two. But the minute she appeared, sauntering casually across the stage in a slinky black gown slit to the knee to reveal her famous legs, the audience rose with a thundering ovation. Those spontaneous cheers were the product of the most calculated brainwork on the part of Marlene. Before the ceremony she had called a friend to check the color scheme of the background on the stage: it was to be red, white and blue. "Then Mamma is going to wear black," said she. "Everyone else will have nice fluffy pink and white dresses, so Mamma had better be slinky—nice, slinky, black." At the rehearsal for the affair "Mamma" was only interested in learning the side from which she would make her entrance, since that would determine the position of the slit that would reveal the noted legs with every step she took. Mamma was an old hand at this sort of thing. Friends, directors and colleagues recall countless similar instances: Miss Dietrich ransacking warehouses in search of a particular pair of shoes everybody else had forgotten about; Miss Dietrich, sitting for stills, equipped with special mirrors so that she could study the exact degree of lighting on her fine-boned features. The incident at the Pantages Theater had been but one more masterly exhibition of glamour as a fine art.



## MARLENE MADE MOVIES HER PATH TO GLORY



**WORLD FAME** came to Marlene with role of Lola Lola, a brassy temptress to whom men reacted like "moths around a flame," in *The Blue Angel* (1930).



**SOCIAL WHIRL** of Berlin kept Marlene going to balls like this one, where Anna May Wong tried to show her the advantages of a lengthy cigaret holder.



**"SVENGALI JOE"** was nickname given to Josef von Sternberg, the director who created the Dietrich myth in a series of movies from 1930 to 1935.

### DIETRICH CONTINUED

Glamour is, to Marlene, not only a matter of natural talent; it is a triumph of technique. Her visits to the fashionable salons of dress designers in New York, Hollywood and Paris invariably create the sort of dedicated stir that attends a visit by Toscanini to a symphonic rehearsal. She will have as many as 18 fittings on a single gown, reduce a whole crew of fitters and designers to a state bordering on frenzy and finally leave them gasping with gratification at having participated in the creation of a masterpiece. In her mastery of the whole technique of glamour, she takes understandable pride, frankly stated.

She was asked in a recent interview which of her movies she considered the best. Unhesitatingly she chose an old and not very successful von Sternberg picture called *The Devil Is a Woman*. Why? Miss Dietrich replied, "I was more beautiful in that than in anything else." She said this without a trace of self-consciousness or conceit, but with the coolest detachment: Marlene the artist was speaking about Marlene the work of art.

There is something peculiarly European about the frankness with which Miss Dietrich pursues her craft. The average American glamour queen usually pretends that glamour bores her, that she is really just a simple girl like thousands of others. Not Miss Dietrich:

## MARIA RIVA FOUND TV A KEY TO FAME



**BABY MARIA** was plump and solemn. She was born in 1926, a year after Marlene got married to Rudolf Sieber and before she won fame as an actress.



**GROWNUP MARIA** prepared to make film debut in Hollywood in 1943 but unlike Marlene was handicapped by a pronounced tendency to overweight.



**MARIA'S FATHER** greets her, grown slimmer and established as an actress, as she returns to New York from USO tour of Italy and Germany in 1946.





**SPANISH SPANGLES** decorate Marlene in *The Devil Is a Woman*, her favorite film because she says it was the one which showed her as most beautiful.



**DIRECTOR'S CANE** was borrowed by Marlene so she could be sure of getting her picture printed in the newspapers after breaking her ankle in 1941.



**SARACEN SPANGLES** were worn in film called *Kismet* (1944) in which Marlene played congenial role of the queen of the dancing girls of Bagdad.

admitting and rejoicing that a woman's beauty is a source of power, she loves to exert this power to its fullest. Throughout her career she has been dropping her eyelids and flashing her legs with the challenging air of a champion fencer menacing an opponent with his foil. She has no desire whatever to be considered a simple girl like thousands of others. She is a professional.

But power, exerted for its own sake, is a rather lonely objective, and so it is not surprising to find beneath the professional manipulator of the myth a second Miss Dietrich who seems continually to be asking forgiveness for the aggressive behavior of the first. This is the Marlene Dietrich known to people behind the scenes—studio

workers, directors, fellow actors and close friends. It carries on its work of atonement with almost reckless passion. It has the instincts of a *Hausfrau*. It loves to cook. It glories in the possession of grandchildren. It is a dedicated present-giver, and an incessant helper of every Tom, Dick and Harry who is in need. It cultivates its intellect by reading highbrow books and collecting paintings. It has an almost incredible reputation for generosity. It is hopelessly romantic about men.

Many people have spent many words to describe the many facets of the second Miss Dietrich. "The thing about her," Noel Coward recently remarked, "is that she's not content with being merely beautiful—she's a realist and also something of a clown." "In coming to

CONTINUED ON NEXT PAGE



**MARIA AS ACTRESS** gives a last-minute pep talk to fellow-performer Mary Sinclair before television show.



**MARIA AS MOTHER** pushes carriage. She keeps children out of public eye so they may grow up normally.



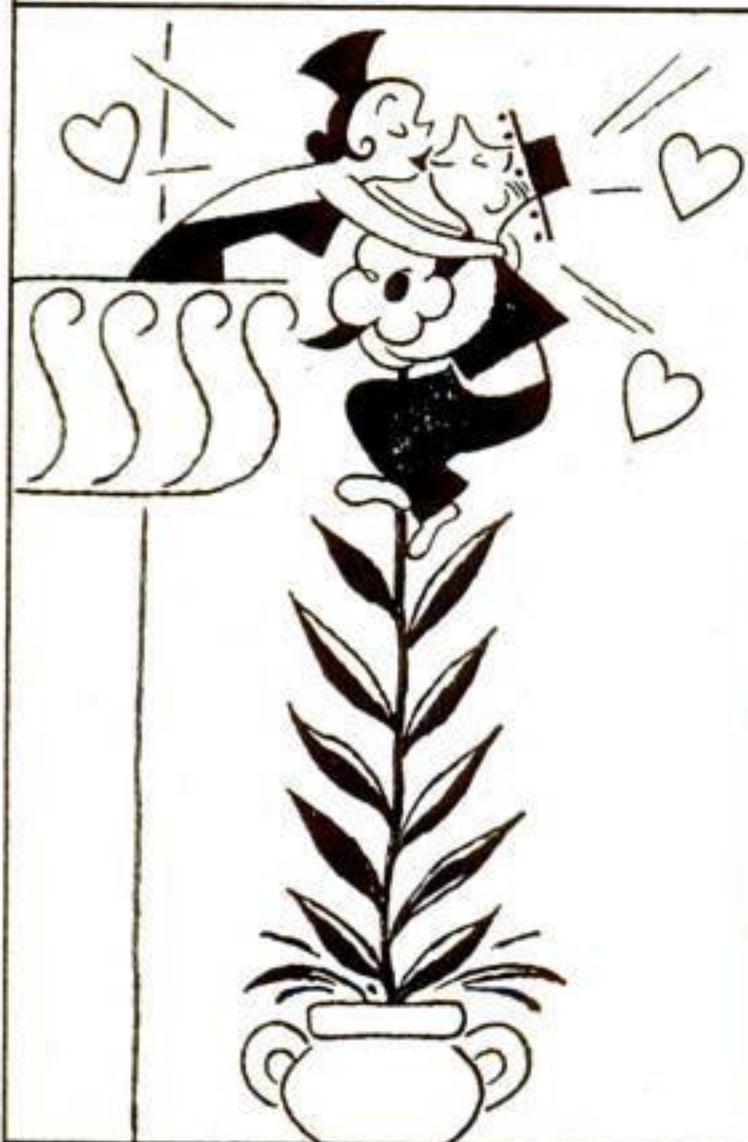
**MARIA AS STAR** has her own dressing room and her name printed in big letters on the door as she appears on the Lux Video Theatre. After a year and a half on television, she now intends to branch out into the movies and theater.



LOOK  
HERE



NURSERYMEN



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## DIETRICH CONTINUED

know her real self," Jean Cocteau commented, "I discovered that her come-hither glances and her feathers hid a shrewd head and a heart of gold." Sir Alexander Fleming, discoverer of penicillin, takes a less flowery view: "It struck me, when we met, that she was a very extraordinary grandmother—young, vivacious and all that sort of thing. She's very intelligent and amusing. She was good enough to provide me with a horoscope of myself, and she even sent me a dozen eggs."

The fact that anything as exotic-looking could possibly possess any homely domestic virtues long ago struck columnists, newsmen and publicity agents as astounding. There followed a flood of stories about Marlene the cook that finally began to irritate Miss Dietrich herself. In Hollywood, Miss Dietrich has at times maintained a considerable staff of maids, chauffeurs and guards—but never a cook. This duty she has reserved for herself, and she usually performs it late at night—often despatching one of her guests to borrow from a friend some paprika, potatoes or a half pound of sugar so that the glamour queen can finish making dinner. She has been known to leave a party after a long social evening and solemnly set about baking a cake, sending it to her surprised host the following morning before breakfast by way of her chauffeur. On other occasions she has appeared to deliver some such delicacy personally, remaining to watch the lucky man eat it and ask whether it isn't "the most divine cake he ever tasted."

The second Miss Dietrich pursues the business of being a grandmother with equal fervor. She has been observed on her hands and knees in her daughter's home, energetically scrubbing the nursery floor to remove possible germs left by the accidental visit of the family cat. During the infancy of her grandchildren she has been a patient baby sitter while her daughter and son-in-law took the evening off. She spends long evenings talking to her friends about the proper way to bring up grandchildren, and informing them delightedly about the remarkable mental endowments and physical attractions of her own. She likes nothing better than to take John Michael and John Peter—ages 4 and 2 respectively—to play in Central Park. Curiously, she is seldom recognized on these walks. "These Hollywood people who are always saying, 'I can't go out of the house without being utterly mobbed.' It's silly!" she says. "If I were to slink down Fifth Avenue dressed like the sexy bitch in *Morocco* or *The Blue Angel*, of course they'd pay attention. But nobody notices Grandma Dietrich."

## Doughnuts and horoscopes

AS a matter of fact Miss Dietrich has seldom sought to attract public attention outside her screen appearances, but she is perfectly capable of creating a publicity gag if the gag amuses her. Several years ago, during the shooting of the picture *The Lady Is Willing*, Miss Dietrich, in one scene, was carrying a baby across the set. She stumbled over a toy and landed on her side, still holding the baby safely in mid-air. The baby was unhurt, but Miss Dietrich sustained a broken ankle. She had to finish the picture with her foot in a cast, using a double for walking scenes. By the time *The Lady Is Willing* was finished the ankle was in pretty good shape, with only a little adhesive tape wrapped around it. Miss Dietrich and Mitch Leisen, who had directed the picture, were heading by train to New York. "Just lend me your cane," she said. "Then watch Mamma make the front pages of every paper in New York tomorrow." When the train arrived in New York, Miss Dietrich, wearing slacks and leaning heavily on Leisen's cane, stepped off to greet the press. Sure enough, the New York papers splashed her pathetic picture over their pages. Next day Mamma gave back the cane.

Most of the incidents for which she is most fondly known, however, were unpremeditated, and sparked by Marlene's appreciative sense of the ridiculous. During the shooting of *Knight Without Armor* in London, she slipped on the soap in the subsequently celebrated bathroom scene, lost control of the towel that was wrapped around her and sprawled stark naked before the gaping camera crew. With complete aplomb, she arose, giggled and wrapped herself in the towel again as if nothing had happened. On the set in the British movie studios, colleagues remember her munching a sticky chocolate bar and wiping her hands on the coattails of a uniform worn by the chivalrous and embarrassed Robert Donat.

Marlene's addiction to romance has been spurred by an optimism that is apparently indestructible. The number of males whose names were successively linked with hers in gossip columns is extraordinarily high even by Hollywood standards. The only thing these males seem to have in common is that they are all attractive and in some way distinguished. They have stretched from the



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CONTINUED ON PAGE 92





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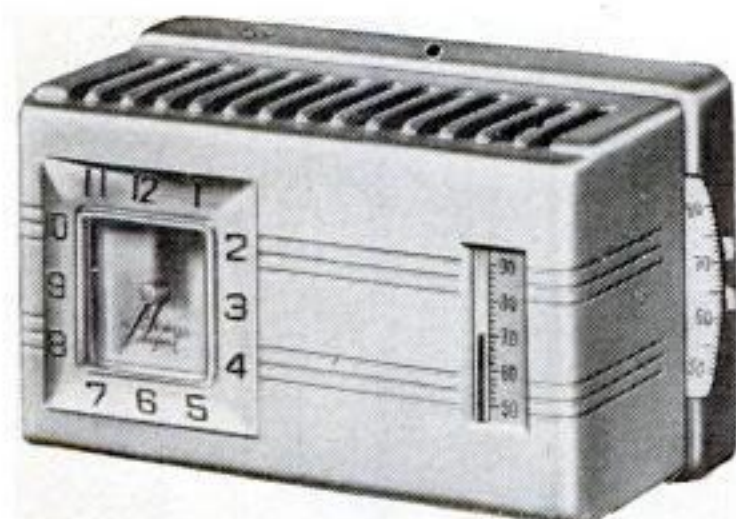
it's nothing more than a thorough cleaning. Or you may need a modern precision thermostat.

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## A TRIBUTE TO MAMMA

*The following comments on Marlene were written specially for LIFE by Novelist Ernest Hemingway. Like all his other friends, she calls him "Papa." He calls her sometimes "Mamma" and sometimes "Kraut."*

She is brave, beautiful, loyal, kind and generous. She is never boring and is as lovely looking in the morning in a GI shirt, pants and combat boots as she is at night or on the screen. She has an honesty and a comic and tragic sense of life that never let her be truly happy unless she loves. When she loves she can joke about it; but it is gallows humor.

If she had nothing more than her voice she could break your heart with it. But she has that beautiful body and the timeless loveliness of her face. It makes no difference how she breaks your heart if she is there to mend it.

She cannot be cruel nor unjust but she can be angry and fools bore her and she shows it unless the fool is in bad trouble. Anyone who is in serious enough trouble has her sympathy.

If this makes her sound too perfect, you should know that she can destroy any competing woman without even noticing her. She does it sometimes for fun and then tosses the man back where he belongs. She has a strange, for these times, code that will not let her take a man away from another woman if the woman wants him.

We know each other very well and are very fond of each other. When we meet we tell each other everything that has happened in between times and I don't think we ever lie to each other unless it is very necessary and on a temporary basis.

## DIETRICH CONTINUED

late John Gilbert to Joe DiMaggio in a steady and rapid succession suggesting a line of telephone poles viewed through the window of a speeding train. In her movies, the romances of the mythical Marlene are notoriously tragic. The hero usually takes one look at the celebrated legs and then: 1) goes stark raving mad like Emil Jannings (*The Blue Angel*); 2) drinks himself into a stupor while carving her name in a barroom table-top like Gary Cooper (*Morocco*); 3) shoots his best friend like Cesar Romero (*The Devil Is a Woman*), or embarks on some similarly spectacular road to misery.

In real life the formula is less harrowing but still quite lively. First Miss Dietrich demands the exact hour and date of the gentleman's birth. This information is quickly transmitted to her astrologer, Carroll Richter of California, who promptly draws up a horoscope. The horoscope is then presented to the gentleman by Miss Dietrich, and a day or so later she appears to be sure he has read it carefully. At this stage Miss Dietrich starts to cook: apple strudel, goulash, doughnuts and *pot-a-feu*. Next Miss Dietrich begins to worry about his health. In her medicine chest she keeps a vast assortment of pills and other "marvelous" remedies, dispensed with the hearty assurance of one whose own health is perfect.



**MARLENE'S MEN FRIENDS** have always found her ready and willing to fit their moods and/or personalities. When French Actor Jean Gabin looked his most soulful at her, she played sentimental tunes for him on the fiddle.



## FROM PAPA HEMINGWAY

All the wonderful stories I could tell you about Marlene are not for LIFE. She would not mind and I would not mind. But many people would. Marlene makes her own rules in this life but the standards of conduct and of decency in human relationships that she imposes on herself are no less strict than the original ten.

That is probably what makes her mysterious: that anyone so beautiful and talented and able to do what she wants should only do what she believes to be absolutely right and to have had the intelligence and the courage to make the rules she follows.

She loves writing and is an intelligent and scrupulous critic and the happiest time I have is when I have written something that I am sure is good and she reads it and likes it. Since she knows about the things I write about which are people, country, life and death and problems of honor and of conduct, I value her opinion more than that of many critics. Since she knows about love, and knows that it is a thing which exists or does not exist, I value her opinion there more than that of the professors. For I think she knows more about love than anyone.

My wife Mary admires Marlene and thinks she is one of the finest women in the world. She knows some fine and wonderful stories too. But she said she would rather put it that way.

I know that everytime I have seen Marlene Dietrich ever, it has done something to my heart and made me happy. If this makes her mysterious then it is a fine mystery. It is a mystery we have known about for a long time.

—ERNEST HEMINGWAY

When she and the gentleman are separated, transatlantic or transcontinental calls inflate her telephone bills to astronomical figures. Expensive presents (such as cuff links with signs of the zodiac) are showered upon him, all carefully wrapped with her own hands in specially chosen paper.

This lasts as a rule for only a few weeks or months. "Marlene," observes one close acquaintance, "falls in and out of love as easily as shelling peas." And the remarkable fact is that there is probably no woman in the world who possesses so great a host of so utterly devoted ex-boyfriends.

Marlene's warmth and generosity find more substantial expression than these episodes. A passion for helping people, in fact, seems to be one of her outstanding traits. Half of Hollywood and considerable sections of New York, Paris and London seem, at one time or another, to have been aided by her. The slightest sneeze on the set, whether it comes from the director or from some obscure stage carpenter, will send her flying to her dressing room in search of her latest remedy. She has been described as "a friend of labor almost to the point of being a show-off," and is solemnly worshiped by every studio employe who has ever worked on any of her pictures. While making *The Room Upstairs* in France just after the war, she became very concerned about the

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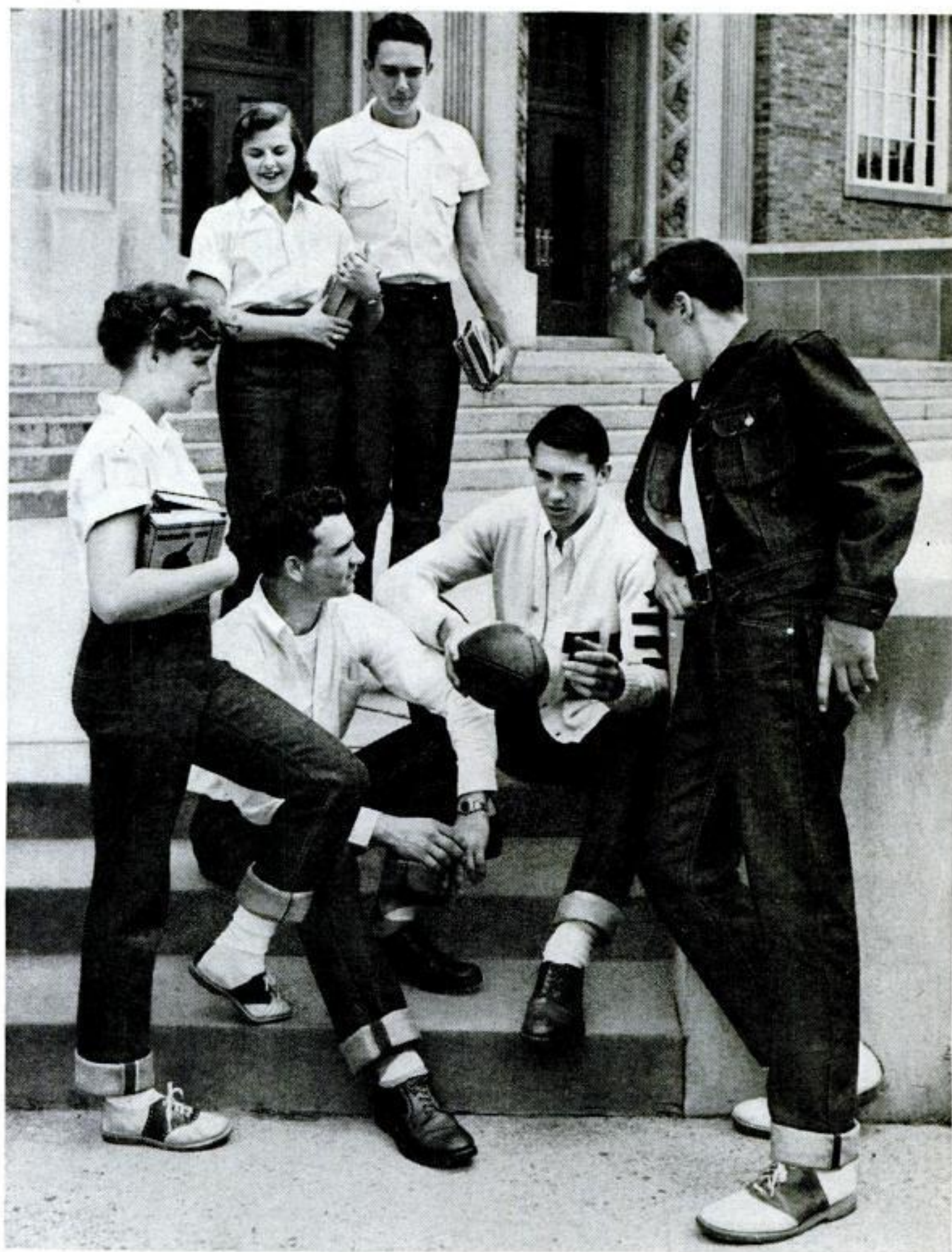
With German Author Erich Maria Remarque she assumed a look of world-weary intellectuality. With Athlete Joe DiMaggio (right, at a Polo Grounds fight), she was a smiling extrovert as she passed out autographs to admirers.



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**TWO DIETRICH LEGS** are raised  
as she greets a shipload of soldiers  
arriving in New York from overseas.



**ONE DIETRICH LEG** kicks coyly  
through curtain as introduction to  
number in a USO show in Germany.

### DIETRICH CONTINUED

ragged clothing worn by the workers on the set, and sent to the U.S. for blue jeans, shirts and overalls to fit the entire crew of 30 or 40 people. She once impulsively bought a Ford roadster for a studio hand she heard was saving up for one. At the home of Alexander Liberman, art director of *Vogue*, she once appeared with an evening gown over her arm for one of the servants who she had heard was going out on a special date. When Czechoslovakia was invaded by Hitler and her husband's family was hauled off to a concentration camp, Miss Dietrich spent years tracking them down. Finally she talked an officer in the Russian sector of Berlin into giving her a pass into the Eastern Zone, where she personally located them and brought them back to Western Berlin.

Most impressive of all the feats of Marlene the doer-of-good-deeds was her three years of wartime work entertaining American troops, from the Anzio beachhead to Greenland and the Aleutians. Marlene herself calls it "the only important thing I've ever done." She worked far from publicity cameras and often perilously near the front lines. Bundled in a couple of GI overcoats, her hands often freezing, standing patiently in chow lines with her mess kit, sleeping in rat-infested ruins and dugouts, Troupers Dietrich put on a performance that was a triumph of sheer stamina. GIs remember her setting her shoulder to an overturned jeep in Italy, helping a pair of French army officers to right it. She got virus pneumonia in Bari. She had a close call among retreating troops at the Battle of the Bulge. She entered Rome with the American troops, performing on the back of a truck, exhibiting her famous legs, singing songs, doing a mind-reading act ("It's not difficult to read a GI's mind overseas") and playing tunes on the musical saw. "When you lug your bedroll and barracks bag and do four shows a day," she recalls, "you sleep. And the distances in open jeeps! It has to be an open jeep, because the minute you're in a closed car they think you're a general and start shooting at you. You get used to the artillery. After a while you get so tired you really don't care. You sleep." Later, on German territory, General Patton provided her with two special bodyguards, for fear of what the Germans would do to her if she were captured.

### The angel and the Führer

**C**URIOSLY, when Miss Dietrich did sing for the Germans later on in captured Aachen, they showed no bitterness toward her whatever. They simply gazed at her with adoration and murmured sentimental reminiscences about *The Blue Angel*. This behavior merely caused Miss Dietrich to despise them. "If they had any character," she maintains firmly, "they would hate me." Her consistent and deep-rooted loathing for the Nazi regime, though she never capitalized on it for publicity purposes, had started as soon as Hitler came to power. As Germany's most internationally famous movie star, she was approached on three occasions by Hitler's diplomatic envoys (once by von Ribbentrop himself), promising her triumphal entries into Berlin and a position as absolute queen of the German movie industry. It was even suggested that *der Führer* himself would personally lay his heart at her feet. Miss Dietrich has never been passionately interested in political



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**STRANGE TALENT** was shown by Marlene on USO tour when she demonstrated a mastery of musical saw.



**ICY PRIVATIONS** of war were sustained bravely, as when she had to wash in snow near the front in 1945.

issues, but she was never hesitant in her hatred of Nazism: too many of her friends had suffered from Nazi persecution. She flatly refused all of Hitler's offers, and unceremoniously showed von Ribbentrop the door.

Today, lounging beautifully on the sofa in her New York apartment and purposefully twiddling her famous legs, Miss Dietrich is inclined to explain things with the words, "I am a Prussian. That is the key to my character." She will then adduce what she conceives to be her Prussian characteristics: she is efficient; she hates waste or anything amateurish; she is a good soldier; she has the sort of implacable self-discipline symbolized in the public mind by the bullet head and monocle of Eric von Stroheim. It is all due to a stern upbringing. Looking at her, one wonders whether Miss Dietrich is busy building another myth. The only other possible explanation is that the Prussians must also be a singularly impulsive, romantic, humorous and quixotic people.

### Monocles and pigtails

**I**T is true nevertheless that Miss Dietrich was born in Berlin in an atmosphere dominated by clicking heels, monocles and the tramp of military boots. Her father, Louis Dietrich, was a lieutenant, later a major, in the lance-bearing Uhlan cavalry; her mother, a stately, strong-willed woman of French descent. She was christened Maria Magdalena (which promptly became elided into the more familiar Marlene) and spent a good deal of her childhood in various garrison towns in eastern Germany. While she was still a child her father died, and some three years later her mother married Colonel Edward von Losch of the Hussars. Colonel von Losch, a tall man, wore a high fur shako with the Hussars' skull and bones insignia. He was killed on the Russian front in the First World War.

Marlene's childhood education was acquired from various governesses who taught her French from the age of 3 and English from the age of 6. Daydreaming was discouraged in the Dietrich-von Losch household, and the day was carefully scheduled, with certain hours set aside for walks or "gymnastics," and certain other hours for study. Marlene was taught such character-building disciplines as how to go without an overcoat when you feel cold, and how to refrain from asking for a glass of water when you feel thirsty. Today Miss Dietrich thinks a good deal of this sort of upbringing, attributing to it both her Spartan stamina and her love of life. She thinks the average modern girl has too much freedom to experiment: "When they get married, what can their husbands show them?" At 7 she took up the violin, and became so proficient that she wound up studying for a career as a concert artist at the *Hochschule fur Musik* in Berlin. At about the age of 18, however, she had a serious accident, badly straining a tendon in her wrist. Feeling as a result that she could never become a really distinguished concert performer, she put away her fiddle and entered Max Reinhardt's famous school of the drama, where her duties included doing walk-on parts in the four theaters Reinhardt was then running in Berlin. Even at this point she was noticed for her looks rather than her acting. After a performance of *Midsummer Night's Dream*, in which she played the minor role of Hippolyta, one leading Berlin critic, having panned the whole performance, wrote, rather leeringly, "The only thing I remember is the flesh of

CONTINUED ON NEXT PAGE

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"IDEAL HUSBAND" Rudolf Sieber gets off train with Marlene in 1936. He was assistant director when they met, now is in movie business in New York.

#### DIETRICH CONTINUED

Hippolyta." A little later on the big German UFA film studio sent to the Reinhardt school for a few extras to use in a gambling casino scene, and Marlene, with pigtails and a big taffeta bow, went to apply for the job. The assistant director who was doing the casting that day was a handsome, blond, courtly Sudeten Czech named Rudolf Sieber. He told her to put her hair up, get a low-necked dress and "try to act vulgar." She did. Shortly afterward she married Sieber, settled down to a relatively conventional domestic life and, in 1925, gave birth to a daughter, who is now—as Maria Riva—a rising television actress (and shares this week's LIFE cover with her mother).

Domesticity, however, was not for Marlene. Before long she was concentrating on her restless career. Today, after more than 20 years, she and Sieber (now in the picture-dubbing business in New York) are still devoted companions. They see each other nearly every day, and she describes him as "the ideal husband."

In 1929 came the break that was to mean world fame. Miss Dietrich was appearing in Berlin in a satirical revue called *Two Neckties* when Josef von Sternberg spied the subsequently famous legs from the audience, and decided on the spot that she was the perfect type to cast opposite the great Emil Jannings in the movie *The Blue Angel*. Painstakingly, von Sternberg created the figure that was ultimately to be known publicly as Marlene Dietrich—the low, sultry voice (singing Frederick Hollander's *Falling in Love Again*), the insolently displayed legs, the sleepy, mocking manner, the bony, strangely angelic, strangely vulgar face with the penciled eyebrows, seen under just the sort of lighting that brought out its maximum effect. Miss Dietrich became a compliant worshiper of von Sternberg, submitted to his slightest whims as a director. Her colleague Emil Jannings, who was not only a great actor but a man of childlike vanity, resented her prominence in the picture to the point of fury, acting out a strangling scene with a zeal that left her black and blue for days afterward. The very evening that *The Blue Angel* opened in Berlin (to be acclaimed as the greatest German picture since the First World War), Miss Dietrich embarked for the U.S. to continue work in Hollywood with von Sternberg.

"I came because I wanted to work with him," she says. "I would have gone to China." Soon afterward she was cast by von Sternberg opposite Gary Cooper in her first American film, *Morocco*, and

CONTINUED ON PAGE 101



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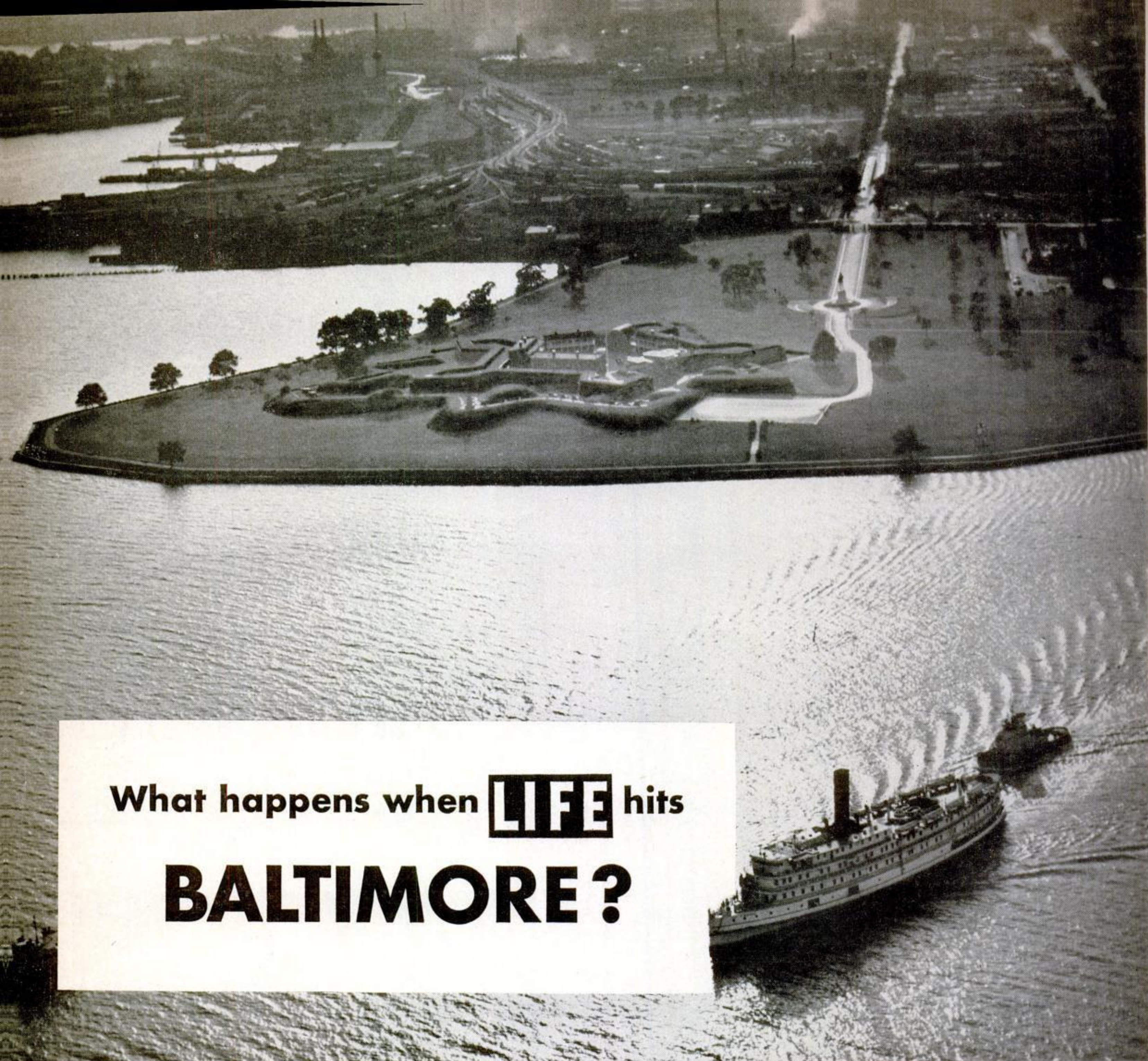


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\*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. A LIFE reader is any person who has read one or more of thirteen issues.

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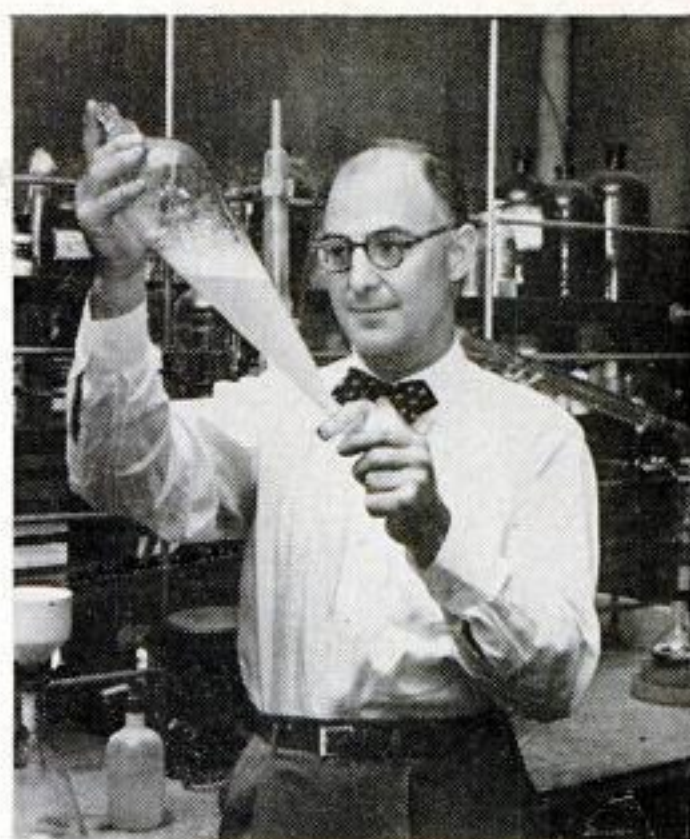




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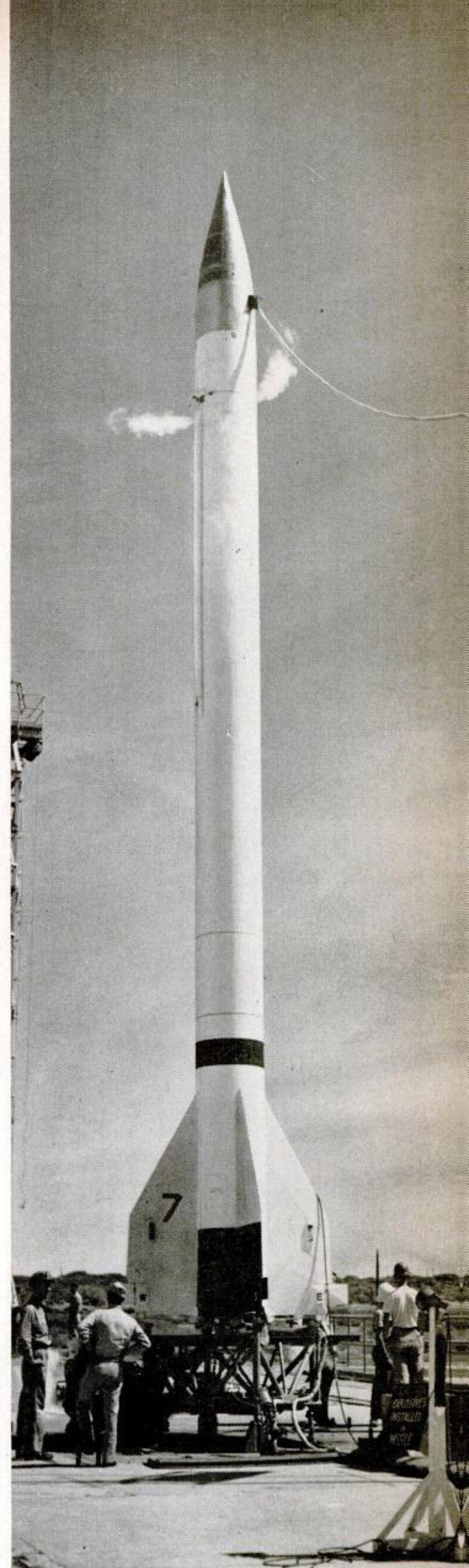


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MARLENE'S LIVING ROOM, in New York apartment, has a prominently displayed photograph of Ernest Hemingway, inscribed "With love, Papa."

### DIETRICH CONTINUED

a publicity campaign instituted by Paramount made her legs almost as prominent a symbol of the restless American '30s as the NRA eagle or the F.D.R. cigaret holder. While the prestige of Master Director von Sternberg declined, that of his greatest pupil persisted indestructibly, and after six rather unsuccessful pictures they separated by mutual consent, Miss Dietrich to work for a series of other directors ranging from Ernst Lubitsch to Alexander Korda and Billy Wilder. Never again did she appear in a picture as distinguished as *The Blue Angel*, but her own stature as a movie personality grew to the dimensions of the glamorous legend of today.

At the moment Miss Dietrich inhabits a four-room apartment in a fashionable section of Manhattan. Its furnishings have the sort of old-fashioned, cluttered elegance that one would find in hundreds of homes of well-to-do Europeans. But scattered among them are items that indicate her strong individuality. The only really valuable property she owns, aside from a formidable wardrobe, is a first-rate collection of French paintings that hang on the walls of her living room—not the fashionable Picassos and Chagalls but some superb examples of Cézanne (her favorite), Delacroix, Utrillo and Corot. Her bookcase is filled with formidable volumes ranging from philosophical works by William James and classics by Tolstoy and Dostoevski to contemporary Americans like Faulkner and Hemingway—not for show but carefully and critically read. Many of her writer friends consult her on the quality of their work, and Ernest Hemingway has sent her his manuscripts for criticism. In this role Marlene displays an almost masculine type of mind contrasting fantastically with her incarnations as "Mamma," the glamour queen, the *Hausfrau* and the helper of the world. "I admire men's minds," she confides with an open stare. "They are not like women. They think things through."

### Smart mouse, lone wolf

WHEN not so learnedly preoccupied, Miss Dietrich is usually to be found rushing around town with the energy of a self-charging battery. "When we go shopping," her daughter Maria observes, "she goes through a store like a dose of salts." She spends enormous amounts of money on clothes, and is in a continual muddle with income tax authorities because she wants to deduct her clothing bills as professional expenses. Her chronic financial difficulties are partly born of the fabulous illusion that if you earn \$100,000, you have \$100,000 to spend.

How does this grandmother keep her glamour? She never diets. Though preferring to take only one meal daily, she eats what she feels like, usually with a voracious appetite. Aside from a few efforts at tennis several years ago, she has rarely taken any physical exercise in her life. She drinks only an occasional glass of wine at dinner; she smokes about 30 cigarets a day. She attributes her figure entirely to insomnia. She sleeps only four or five hours a night, and (if work permits) loves to stay up late, usually at small parties (she hates large ones) with a few close

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**TUMS** EAT LIKE CANDY  
TUMS STOMACH DISTRESS  
*for the tummy*

**AFTER BREAKFAST**  
Take one or two Tums. See  
if you don't feel better fast.

**best for**  
**ALL**  
**lighters!**



**more lights**  
**per penny!**

with extra length  
**RONSON**  
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- Ronson 'Flints' have the proper hardness and ingredients to give you most lights for your money.
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- Ronson 'Flints' give plenty of good, strong sparks with minimum pressure.
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**15¢**



## DIETRICH CONTINUED

friends. At these gatherings she makes an entrance worthy of Mme. Pompadour at Versailles, and then sits perhaps until 5 a.m. quietly discussing literature, the theater, movies, her grandchildren. At the end of one of these long discussions recently, she became very serious and said to her old friend Author Frederich Torberg, "One should really stop fooling around and get married and have children."

This odd image of the lone wolf is not entirely an illusion, even for a grandmother married 27 years ago. Marlene has never owned a home of her own. But having successfully avoided the trap of domesticity, she is continually venturing in and out of it with the wary hunger of a very smart mouse who knows how to nibble the cheese without touching off the spring. She is as devoted to her husband as she might be to a favorite brother, and confides many of her problems to him. And her devotion to their daughter and grandchildren is probably the one great stabilizing element in her existence.

When, long ago in Hollywood, Marlene received her daughter's first tooth in a letter from Europe, she gravely carried it around in her mouth for weeks. When 6-year-old Maria came to live with her in America, she became such a doting and furiously proud parent that Hollywood gasped. Motherhood on the part of movie stars—a status formerly frowned upon—promptly became very fashionable.

The relationship between mother and daughter that followed was extremely complicated for both, but it has remained a close one down to the present day. The role of Miss Dietrich's child was at best not easy to play. Maria was educated by private tutors and was hedged by servants and bodyguards. From age 10 she began putting on weight, finally to reach 190 pounds despite frantic dieting. These facts only aggravated the emotional problems of any daughter of a glamorous mother. A brief unhappy first marriage at 18 did not help matters.

But the last few years have changed all this.

Married in 1947 to New York Scenic Designer William Riva, she has had two children—John Michael and John Peter—and has at the same time developed quite a title to glamour herself. Trimmed down to a neat 118 pounds, she not only boasts a long-term acting contract with CBS Television but also can claim a couple of things Marlene herself lacks: serious ambition as an actress and theatrical director, and a home life with her husband and children that is both warm and conventional. Meanwhile she acts as her mother's adviser and assistant, reading scripts for her, arranging appearances at fashion shows and other public ceremonies, and helping to calm her more extreme impulses and enthusiasms. "Sometimes," Maria reflects, "it seems as if I were the mother, and Mommy the child."

### 'I sometimes wonder . . .

AT the same time "Mommy" continues to think in terms of the grandly historic as well as the cozily domestic. She has frequently attempted to justify the flamboyant myth surrounding herself by using its seductive power for good. Her valiant USO campaign, parading the myth inspiring before thousands of GIs, was one example of this. Another was her reaction to Hitler's amorous advances in the early days of the Nazi regime. No sooner had she turned *der Führer* down than the idea haunted her that she had perhaps lost an opportunity for the most dramatic of all her gestures of atonement. A noted Hollywood director reports that she said to him one day after the war, "I sometimes wonder if I just might have been the one person in the world who could have prevented the war and saved millions of lives. It troubles me a lot, and I'll never stop worrying about it." She had regarded Hitler's advances with unconcealed horror. But—who knows?—had she offered to take the place eventually occupied by Eva Braun, the mythical Marlene might—in the grandest of her melodramas—have changed the course of history.



**DIETRICH PROFILE** has never ranked with her legs or her cheekbones as a trademark of her beauty. But this

unusual portrait by Milton Greene shows that seen from any angle she still ranks among the fairest of the land.



# Now wool becomes even more wonderful!



**No more wondering**, "Will it wash, or won't it?" Wool shirts marked "Sanforlan" wash easily yet keep their original fit—their just-bought softness!



**Now dunk** your beloved wool jerseys to your heart's content! Blouses, skirts, dresses marked "Sanforlan" won't shrink out of fit—or lose their shape!



**Happy news** for every mother of a boy! Now you can get him shirts, slacks, and wool jackets that will wash *and wash* without shrinking out of fit!



**How wonderful** to keep wool robes soap-and-water fresh! You *can*—when they're marked "Sanforlan"! ("Sanforlan" yard goods available, too!)

## "Sanforlan" woolens wash without shrinking out of fit!



**You know how** quickly baby knits get matted and shrunken after washing? "Sanforlan" baby things stay soft and comfy—never shrink out of fit.



**And as for wool socks**—"Sanforlan"-labeled socks are a cinch to do. Just suds and rinse and hang 'em up. They never lose their fit or softness.



**Now avoid the fusses** of old-fashioned sweater washing! "Sanforlan" sweaters don't need measuring, stretching, blocking! So easy to wash!

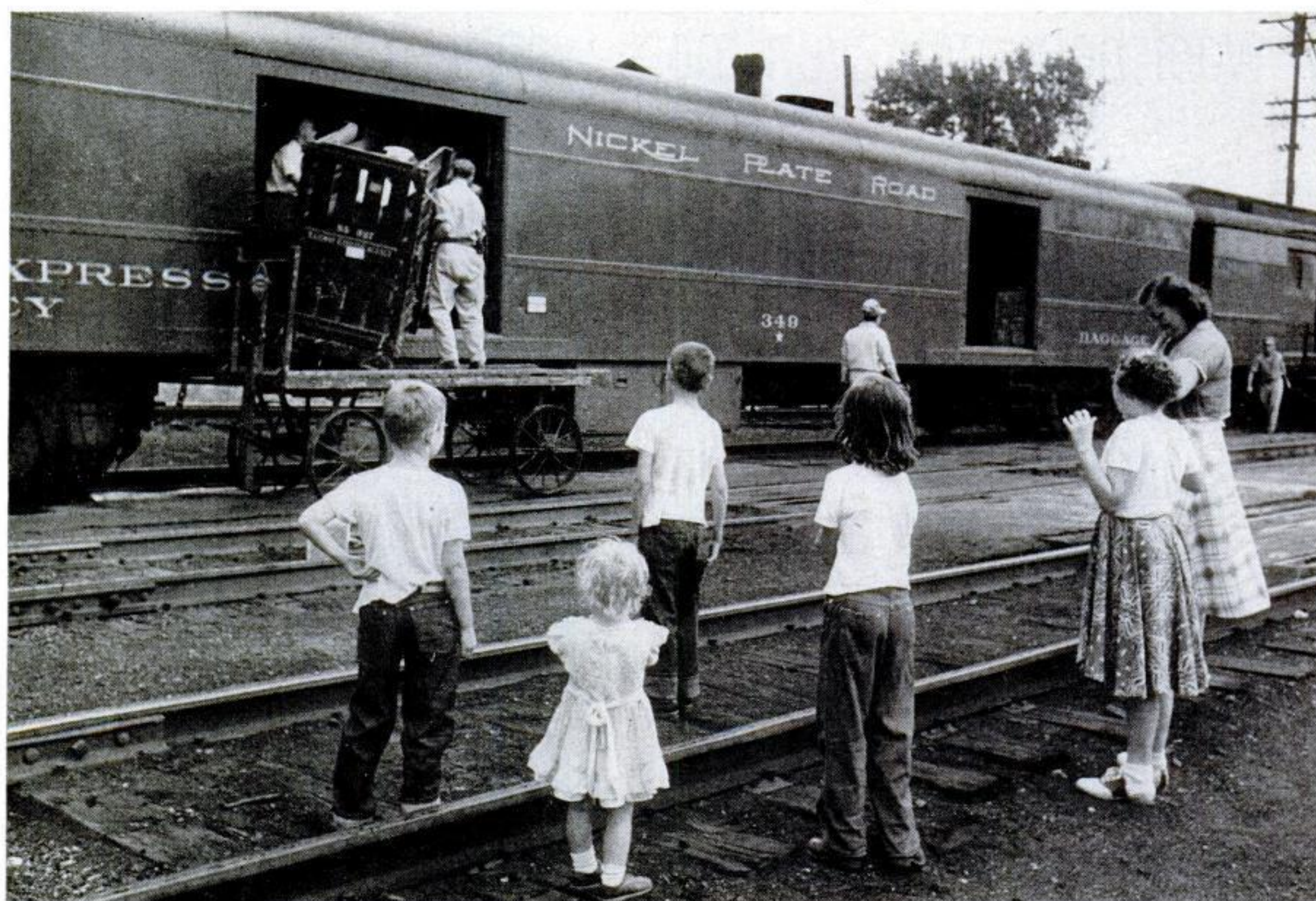


**Look for the trade-mark** "Sanforlan" on woven and knit woolens. Follow manufacturer's washing directions. Cut wool-washing worries—cleaning bills.

**SANFORLAN**  
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**Brought to you by the "Sanforized" people** . . . Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.





SOMMERSES WATCH PONY BEING UNLOADED. LEFT TO RIGHT: ARTHUR, PHYLLIS JANE, GEORGE, ROBERTA, GAIL, MRS. SOMMERS

## *A Boy Makes a New Home for a Pony*

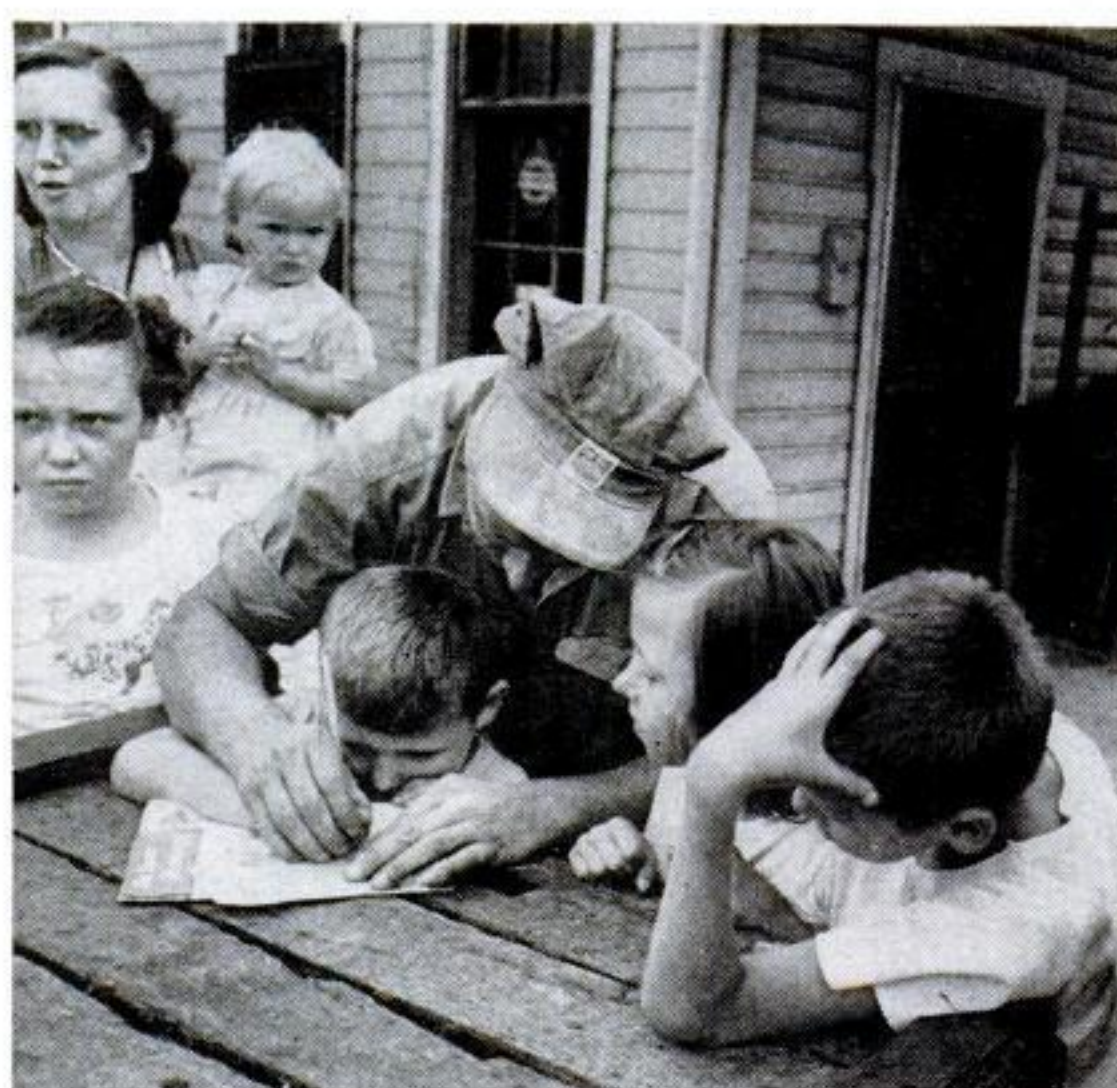
### A 5-YEAR-OLD WINS A HORSE AND ACQUIRES HIS FIRST RESPONSIBILITIES

When a son was born this past winter to Thunder, the illustrious horse of the comic-strip cowboy hero, Red Ryder, an appropriate name was needed for the young colt. Red Ryder asked his fans to supply one, offering a pony as a prize for the best name submitted from each state. In Flat Rock, Ohio, 5-year-old Arthur Sommers picked out the name "Garçon" from words read to him by his mother from the Foreign Words and Phrases section of the dictionary. The contest judges also liked Garçon, which means "boy" in French. A few weeks ago they notified Arthur that he had won a black-and-white pony. When the pony arrived in Flat

Rock the Sommers family was understandably tense. Mr. Sommers had converted an old chicken coop into a stall, but nobody knew much about taking care of a horse. Arthur, who was both delighted and a little scared, suddenly acquired a lot of new responsibilities. The pony had to be led out every day to graze, water had to be brought to him, the stall had to be cleaned. Mr. Sommers then discovered that hay and grain would cost \$100 a year. The biggest problem, though, was a name. The Sommerses agreed that a fancy French word might be all right for Thunder's colt, but they were very pleased when Arthur named his pony "Buck."



WAITING for train, Arthur has a worried look. He asked, "What if they send a cow?"

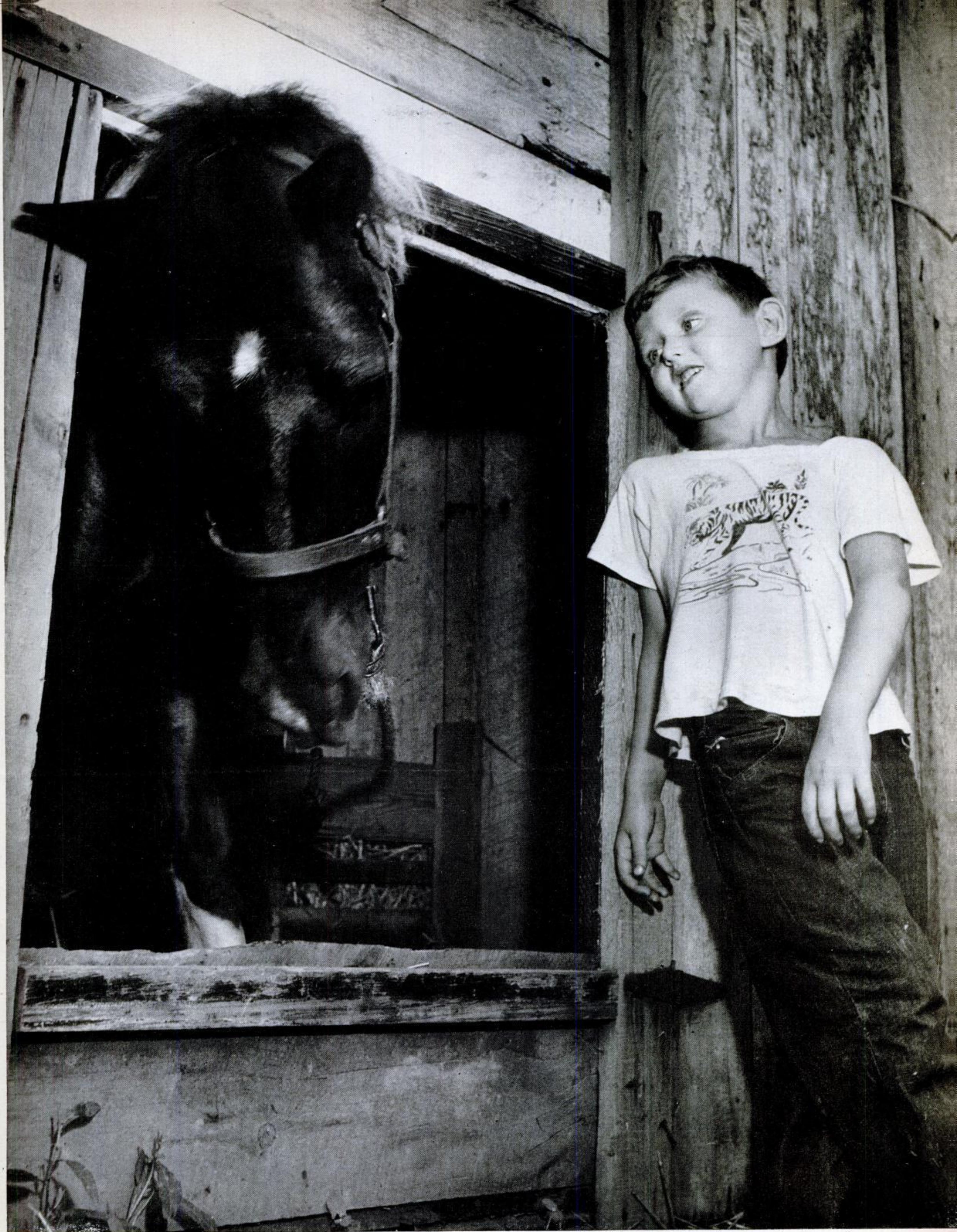


SIGNING RECEIPT for pony, Mr. Sommers subs for Arthur. A crane operator at a quarry, he took time off to be on hand.



MEETING pony, Arthur is ecstatic. Mother says, "Nothing like this ever happened to us."





**TRYING TO GET ACQUAINTED,** Arthur stands by Buck's stall, looking at his new possession half in awe, half in pride. He finally relaxed enough to talk

and sing to the pony. But it took him more than a week to get used to the pony's smell and to get up enough confidence to pet it without his father being near.



# Pamper your feet...like I do

says  
**Betty Hutton**

Starring in  
**"Somebody Loves Me"**

A Perlberg-Seaton Production

A Paramount Picture

Color by Technicolor



with "pillows" of  
**Firestone FOAMEX\***  
*built right into your footwear!*



Slippers are smarter on the outside...softer on the inside...thanks to Foamex outer soles

Whether you're in the glamour line—or production line—the most important feet belong to you, Mr. and Mrs. America! You need shoes with the comfort of *Foamex*, to absorb shock at every step.

Yes, just a thin "pillow" of *Foamex* between sole and lining—takes the punishment of pounding pavements—makes the difference between foot comfort and foot fatigue.

And at the end of a hard day's work, slip into a pair of bouncy, blissful

*Foamex*-cushioned slippers. You'll find them *smarter* on the outside, *softer* on the inside, thanks to *Firestone Foamex*. Your favorite shoe store features *Foamex* comfort for men, women and children.



Enjoy the Voice of Firestone Monday  
Evenings over NBC Radio and Television

\*TRADEMARK BY FIRESTONE INDUSTRIAL PRODUCTS COMPANY © 1952

## Pony Prize CONTINUED

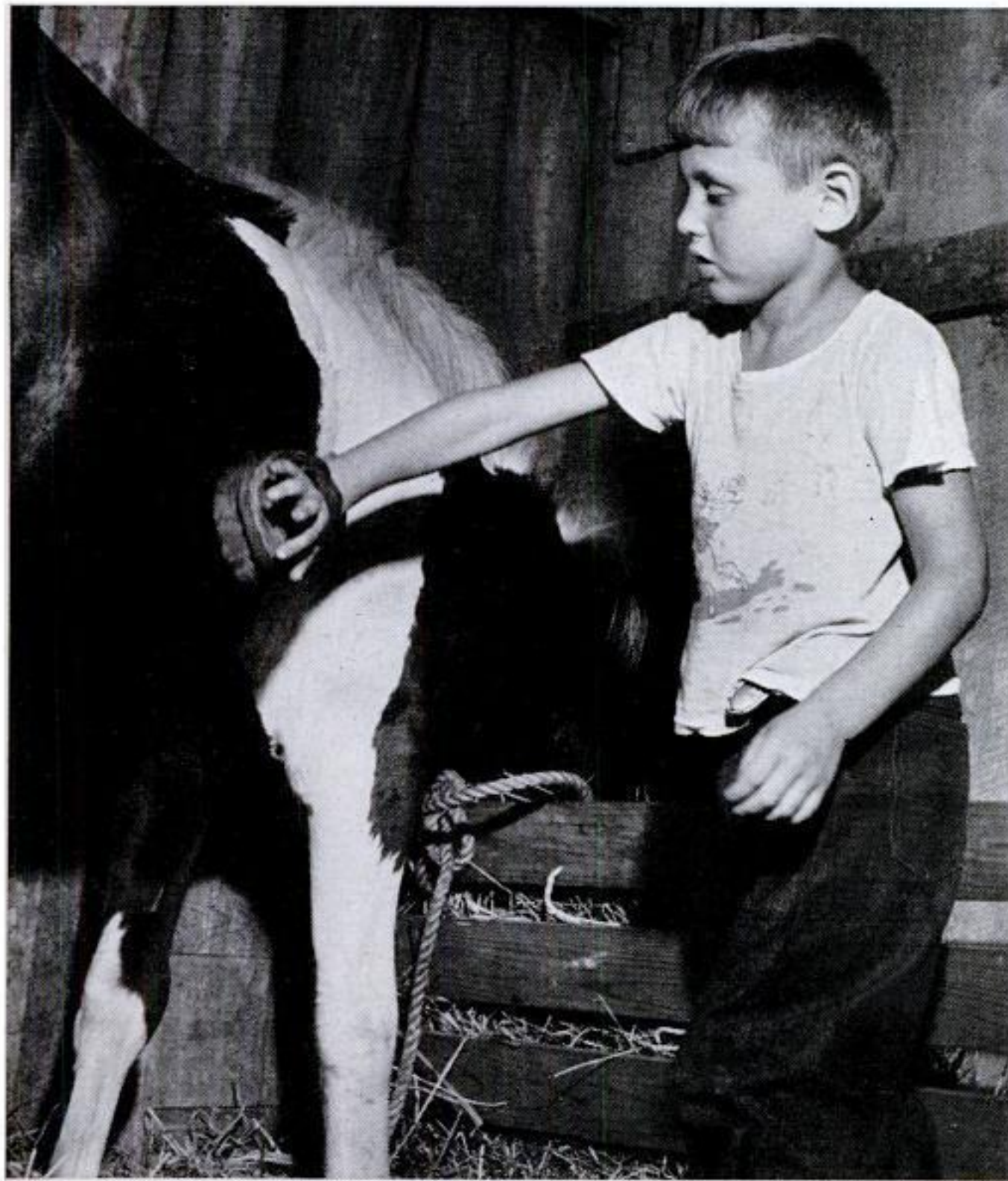


**FEEDING HIS PONY** some hay, Arthur is now more at ease. He tried several times to count the white hairs on Buck's forehead but finally gave up.



**GOING FOR A RIDE**, with his father leading Buck, Arthur is surrounded by neighborhood kids displaying attitudes of curiosity, envy and amusement.





**RUBBING HIM DOWN**, Arthur is cautious as he brushes close to Buck's flanks. He lost his nerve for a few days after pony nipped him on the hand.



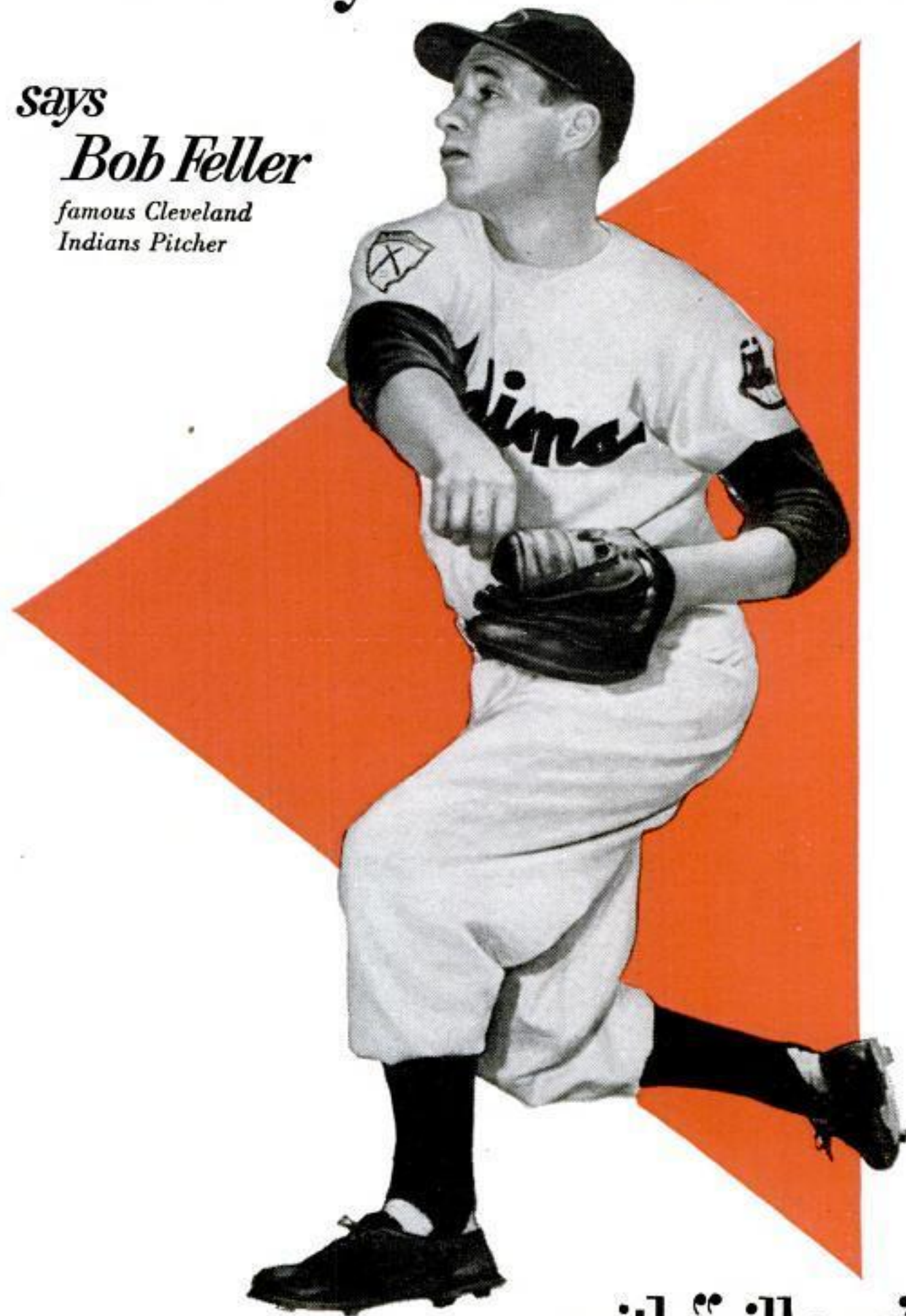
Before long so many children were taking courtesy rides that his sister Roberta jokingly suggested putting up sign, "There will be no riding by the public."

# Cushion your feet... like I do

says

**Bob Feller**

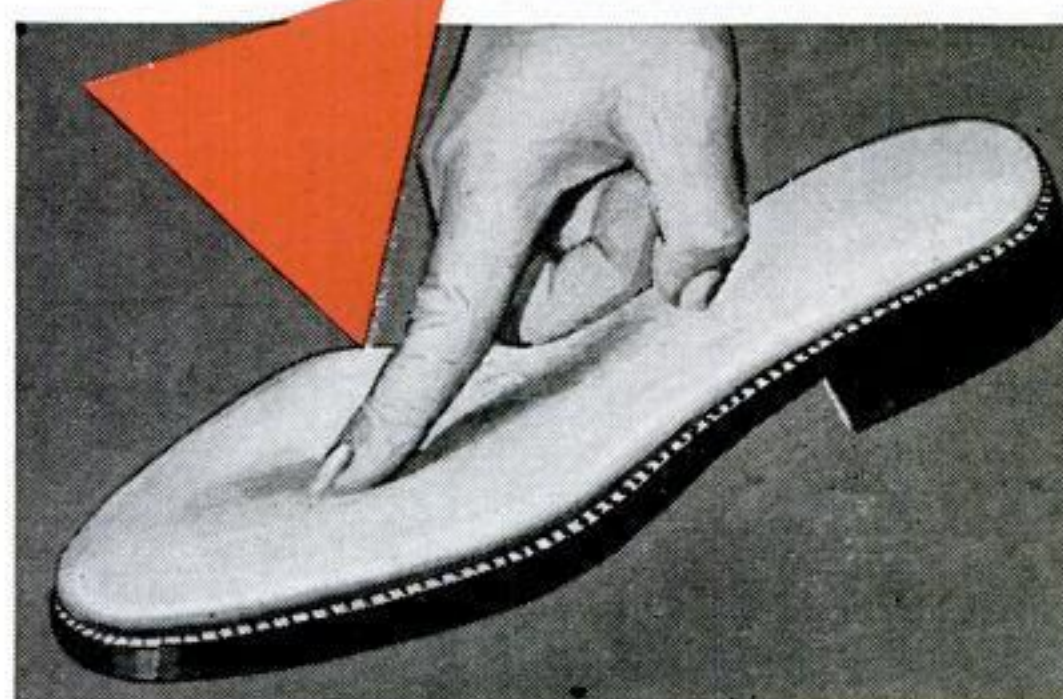
famous Cleveland  
Indians Pitcher



with "pillows" of

**Firestone FOAMEX\***

*built right into your footwear!*



Slippers are smarter on the outside...softer on the inside...thanks to Foamex outer soles

You and Bob Feller are pitching—on your toes, 8 hours a day. And you both deserve the foot-coddling comfort of Foamex "pillows" built into your favorite style of shoe. You can't see these slim "footprints" of pure Foamex...but, oh, how glorious they feel!

Thousands of cool Foamex air cells, "breathe" with each step...bring new bounce and zest to your walk. You'll find Foamex insoles built into dressy, sports, work, athletic and Service shoes.

Slippers with thick Foamex outer soles make the most comfortable, practical, washable, packable slipper you ever set foot into. See your favorite dealer for footwear with Foamex comfort.



Enjoy the Voice of Firestone Monday Evenings over NBC Radio and Television

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## SERIOUS FUNNY BUSINESS

One picture that moviegoers will not see is this photograph of Bing Crosby and Dottie Lamour at the terribly serious business of being funny. It was made at a rehearsal of their new *Road* movie, this time to Bali, in which Crosby and

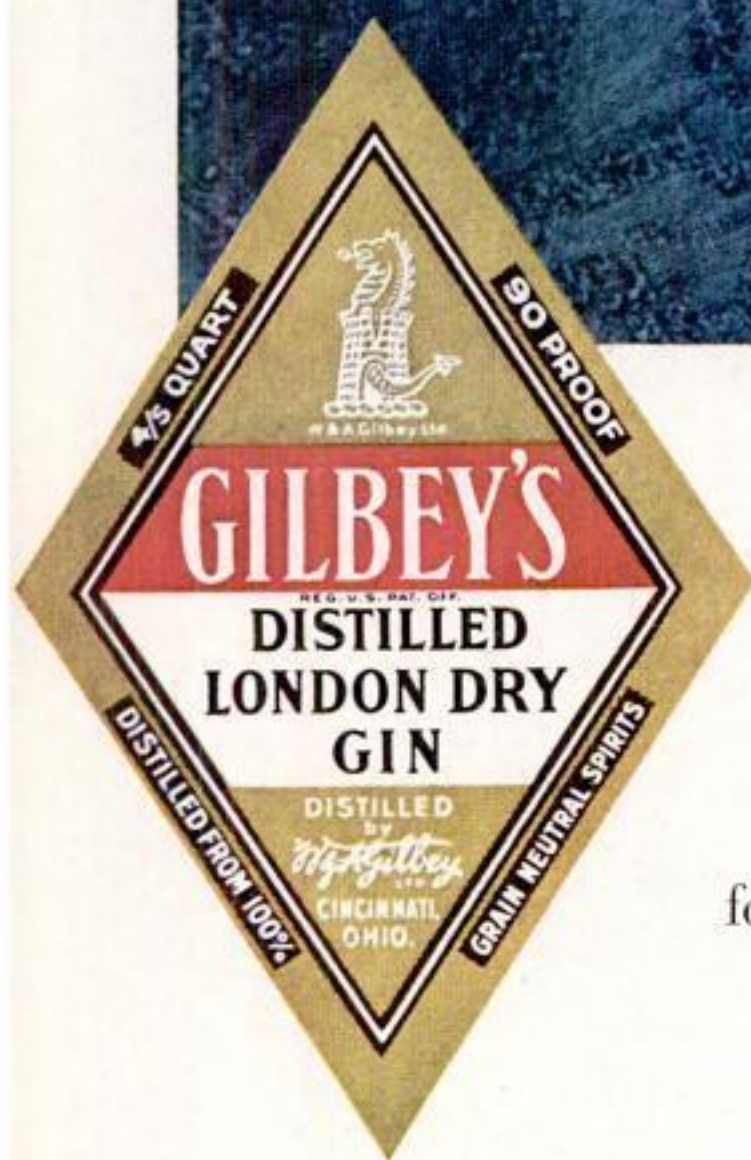
Bob Hope, wearing outlandish formal wear, dance a ballet to woo Island Princess Lamour. Here, before the movie cameras turn, earnest hooper Crosby nervously hits the downbeat under the incredulous stare of his co-star.





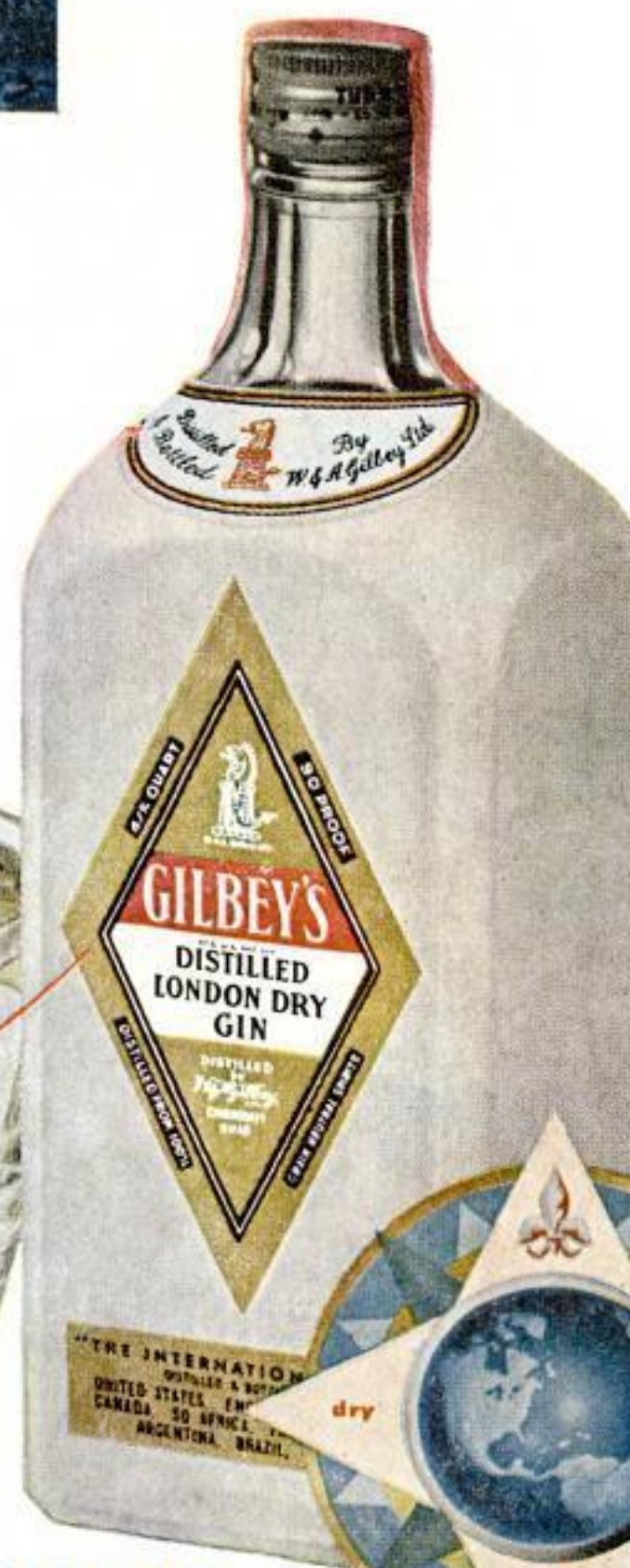
♦♦♦ this diamond

was known throughout England during the reign of Charles II... on 17th century playing cards.



This diamond is known the world over today. It's the label for the gin that's **dry**, naturally dry...**clear**, crystal clear ...the **right proof**, 90 proof, for perfect mixing, perfect taste.

Martini  
on the  
Rocks



The world agrees on "GILBEY'S PLEASE"

THE INTERNATIONAL GIN—

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